Environment and man's future—
by the visionary genius of our time—

R. Buckminster Fuller

I Seem To Be A Verb

Buckminster Fuller with Jerome Agel and Quentin Fiore

"The most important fact about Spaceship Earth:
An instruction book didn't come with it."

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I live on Earth at present,
and I don't know what I am.
I know that I am not a category.
I am not a thing—a noun.
I seem to be a verb,
an evolutionary process—
an integral function of the universe.

I was born cross-eyed. I could see only large patterns, houses, trees and outlines of people—and all coloring was blurred. I could see two dark areas on human faces, but I could not see a human eye or a teardrop or a human hair. Not until I was four years old, in 1899, was it discovered that my cross-eyedness was caused by my being abnormally farsighted. Lenses fully corrected my vision. Despite my new ability to apprehend details, my childhood's spontaneous dependence only upon big patterns has persisted.

The most poetical experiences of my life have been those moments of conceptual comprehension of a few of the extraordinary generalized principles and their complex interactions that are apparently employed in the governance of universal evolution.

"There's a smell of paint in here.
—Overheard at The Museum of Modern Art.

I Seem To Be

by R. Buckminster Fuller
with Jerome Agel and Quentin Fiore

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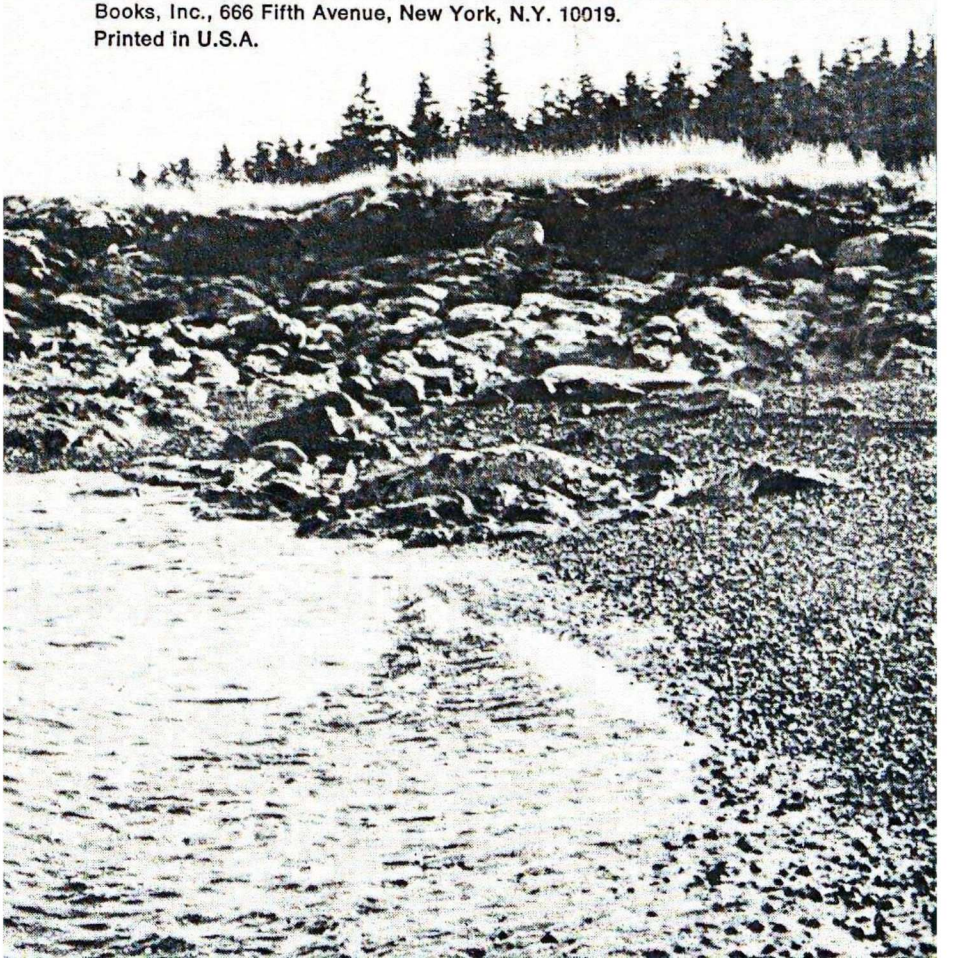

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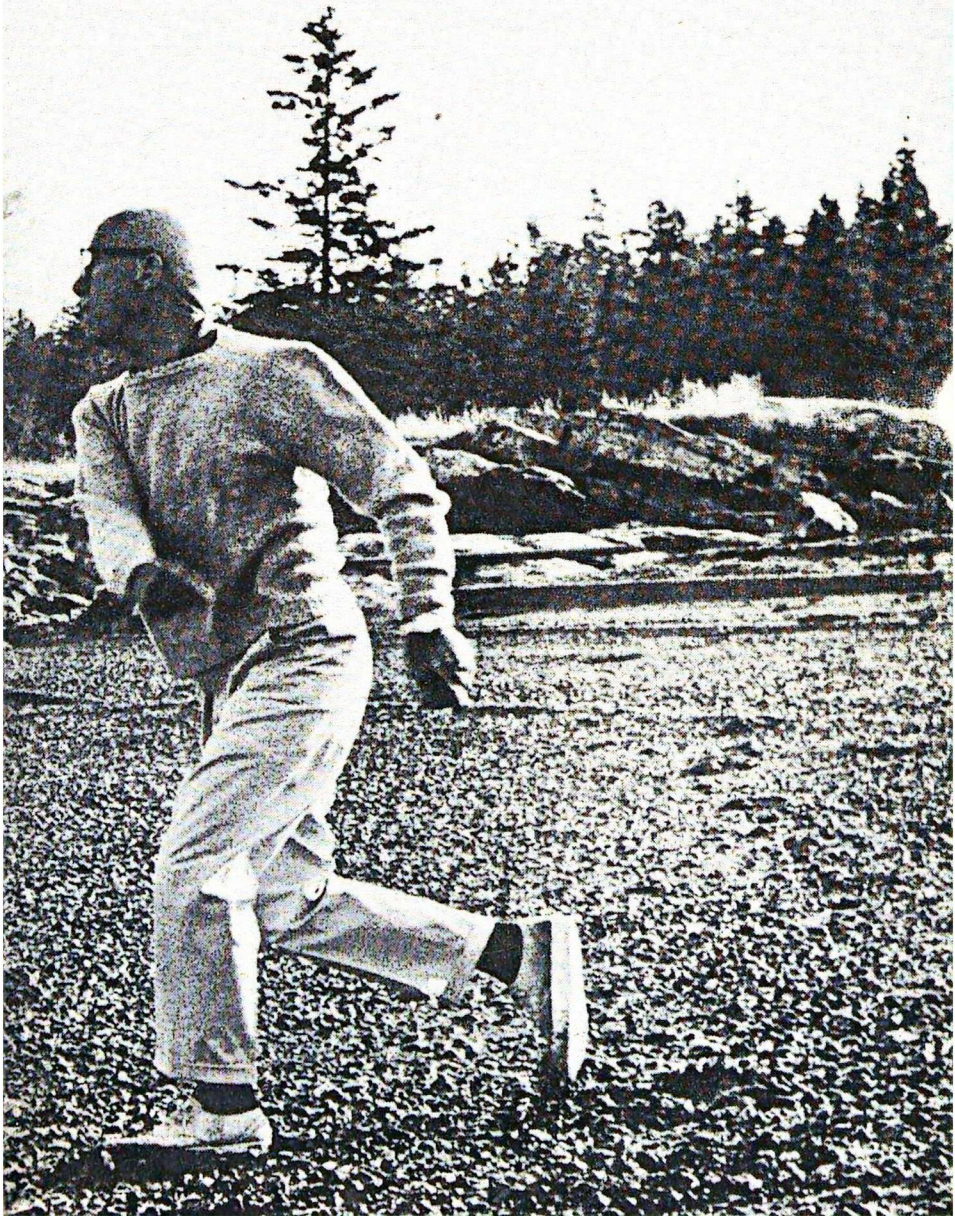

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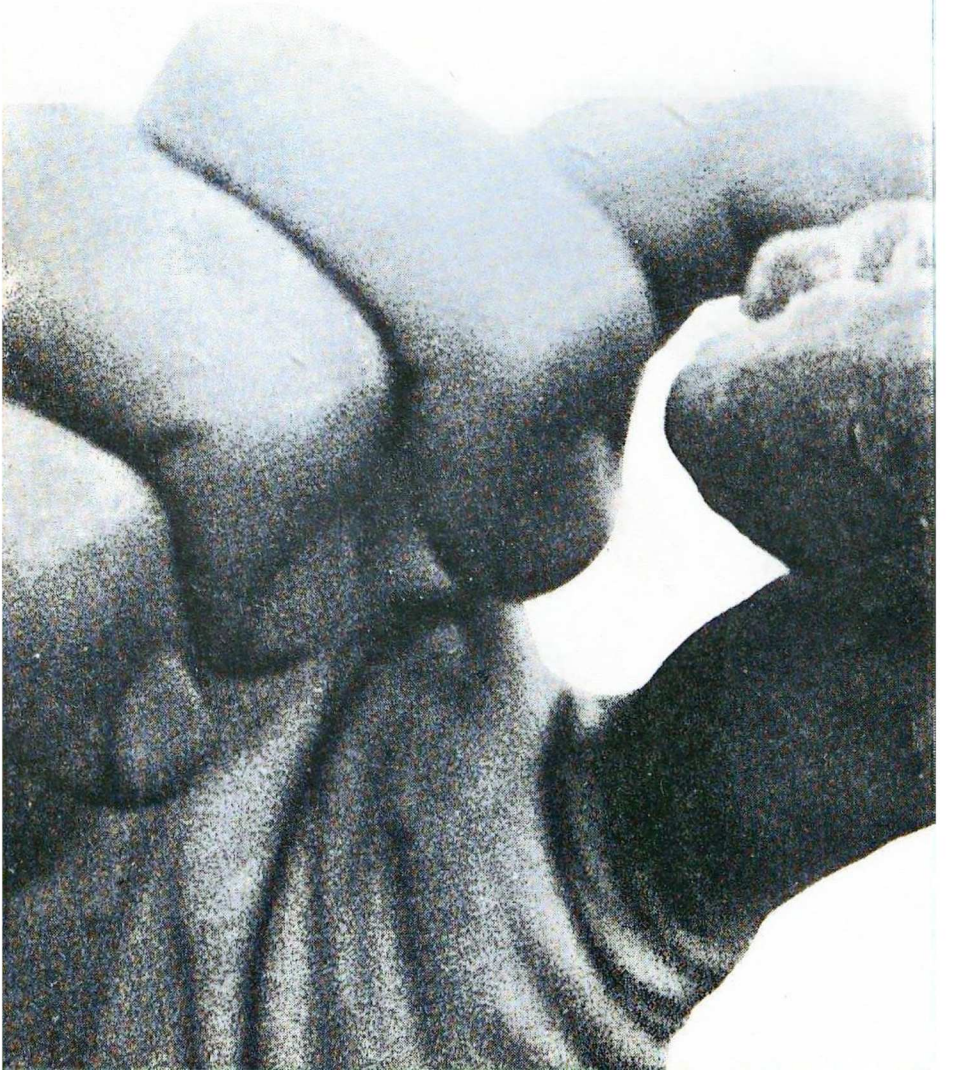
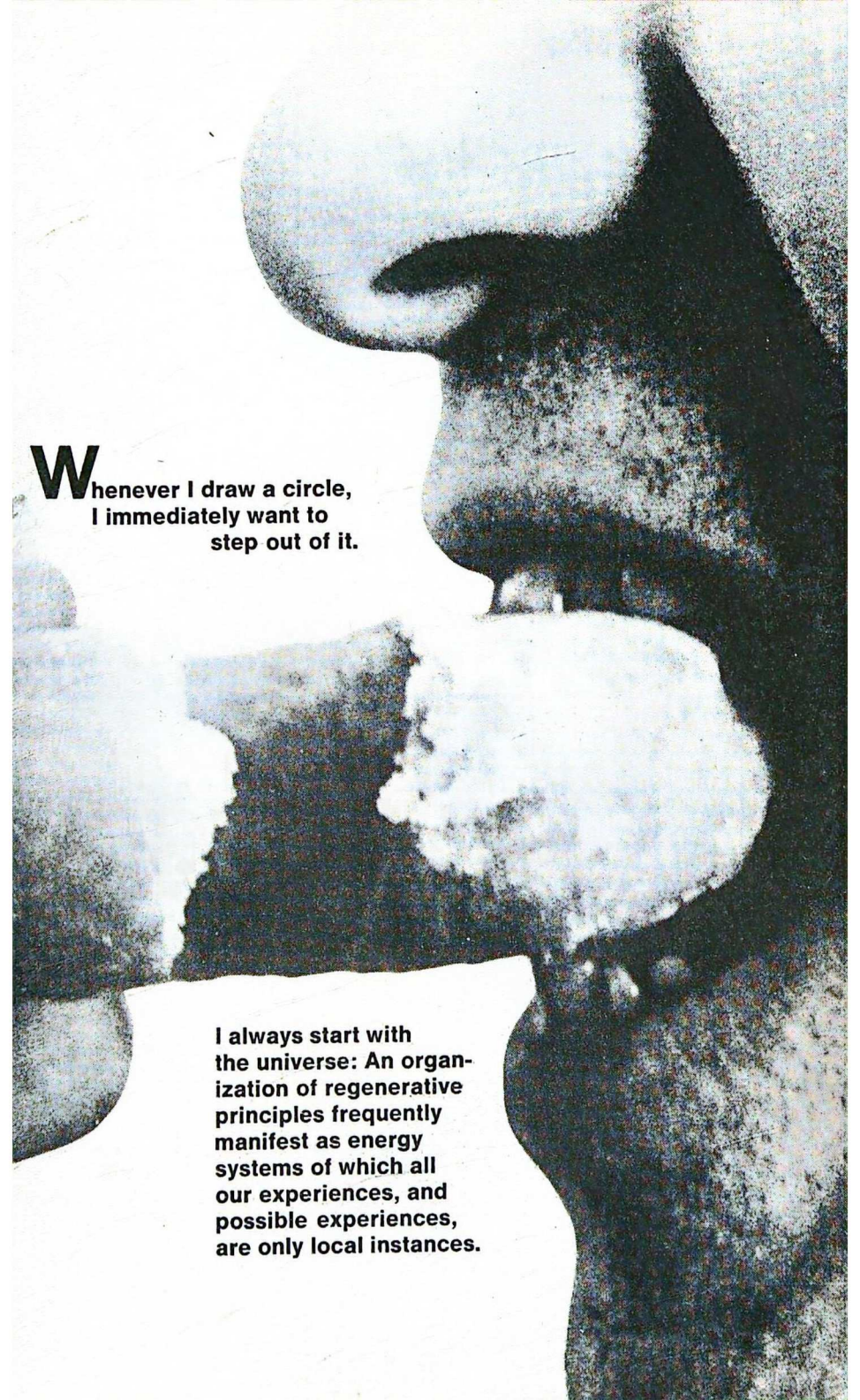
Man is a complex of patterns, or processes. We speak of our circulatory system, our respiratory system, our digestive system, and so it goes. Man is not weight. He isn't the vegetables he eats, for example, because he'll eat seven tons of vegetables in his life. He is the result of his own pattern integrity.



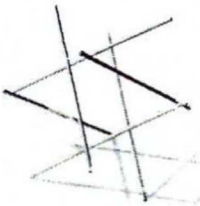


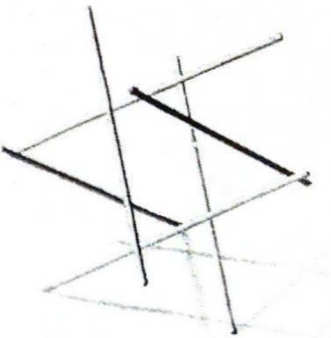
Whenever I draw a circle,
I immediately want to
step out of it.

I always start with
the universe: An organ-
ization of regenerative
principles frequently
manifest as energy
systems of which all
our experiences, and
possible experiences,
are only local instances.

The most important fact about Spaceship Earth: An instruction book didn't come with it.

I am convinced that creativity is *a priori* to the integrity of universe and that life is regenerative and conformity meaningless.

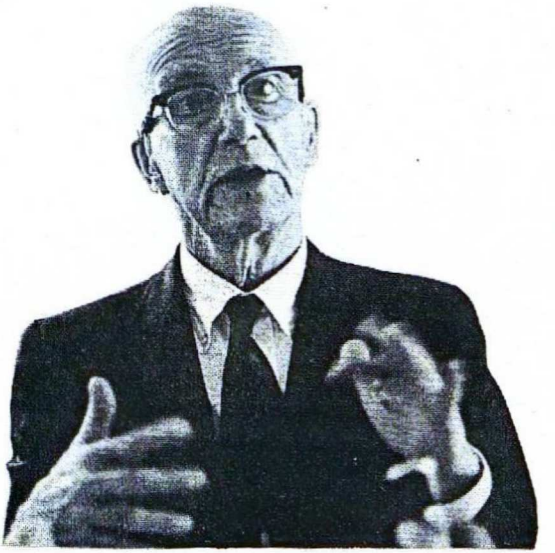




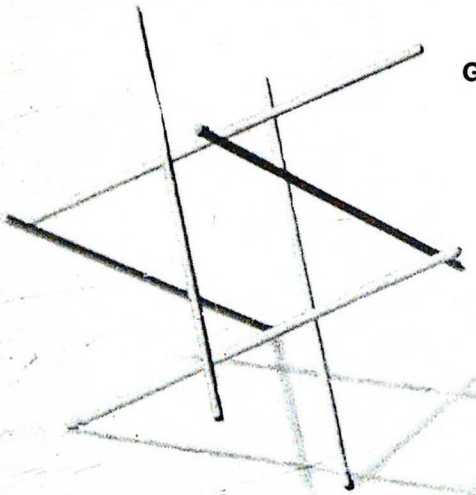
Man can approximate the magnificent efficiencies and economies of the macro-micro tensional integrities of nature.

I always say to myself, what is the most important thing we can think about at this extraordinary moment.

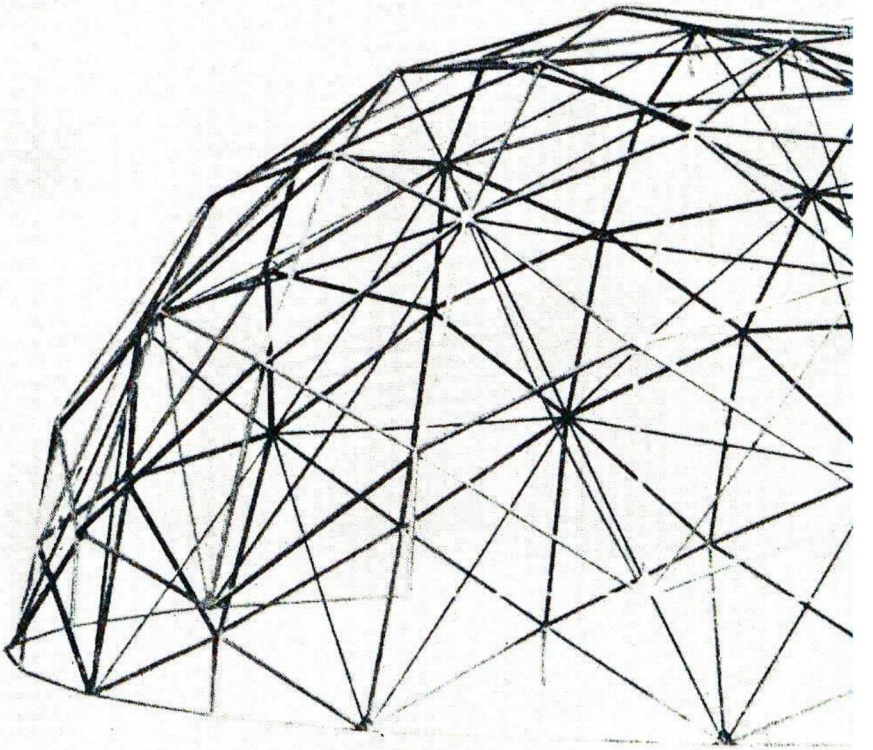
The new life needs to be inspired with the realization that the new advantages were gained through great gropes in the dark by unknown, unsung intellectual explorers.



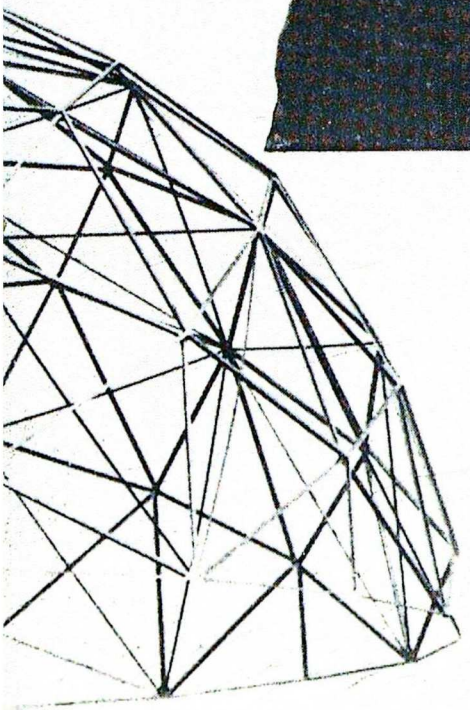
The intellectual integrity and infinite order of the universe obviously are vastly greater than man. Man is an invention within it. What one did about this understanding would have to be through design. I decided I must not be a persuader, but a doer.

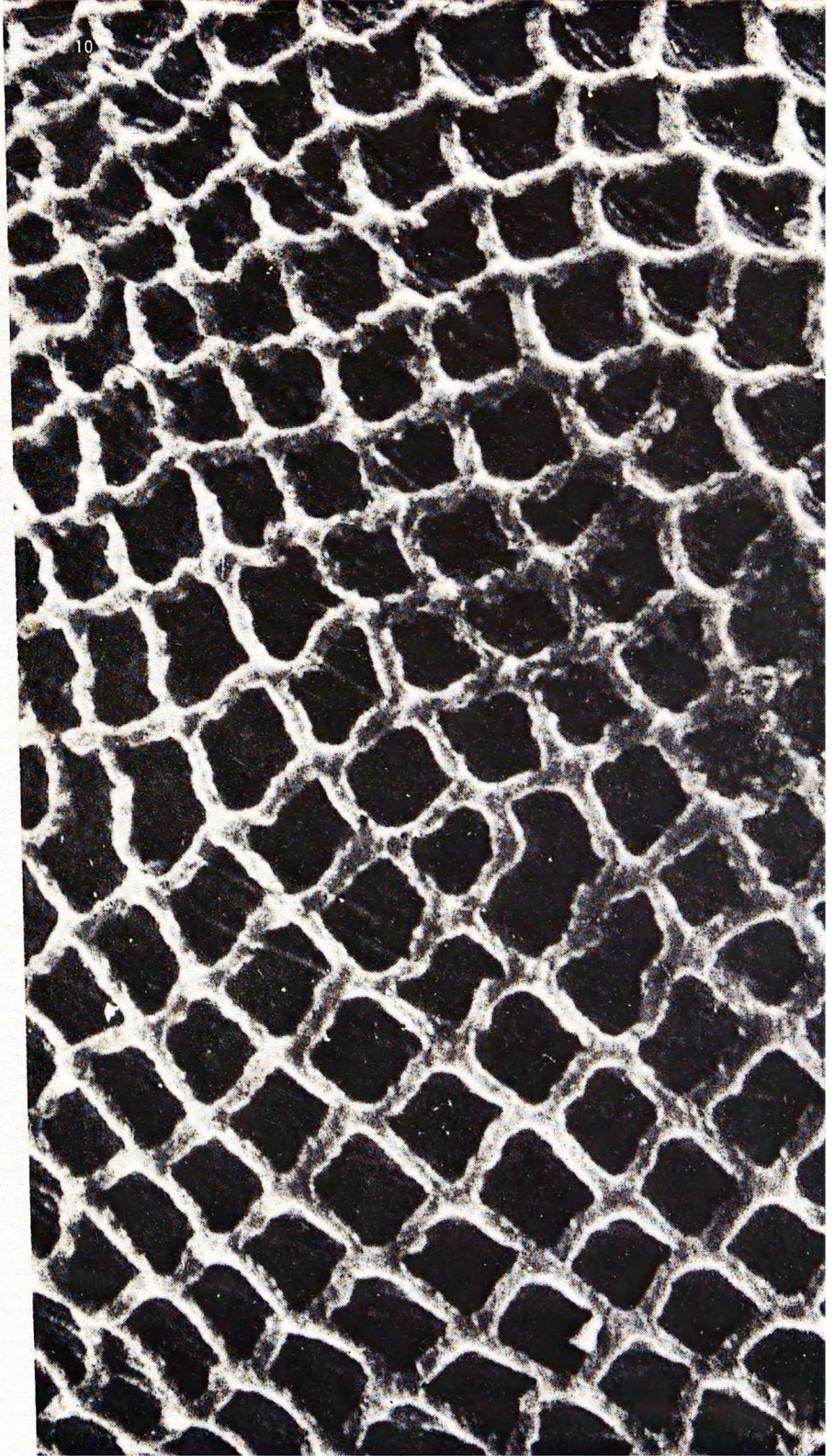


**Bite your tongue.
Get a cinder in your eye.
When you feel good,
you feel nothing.**



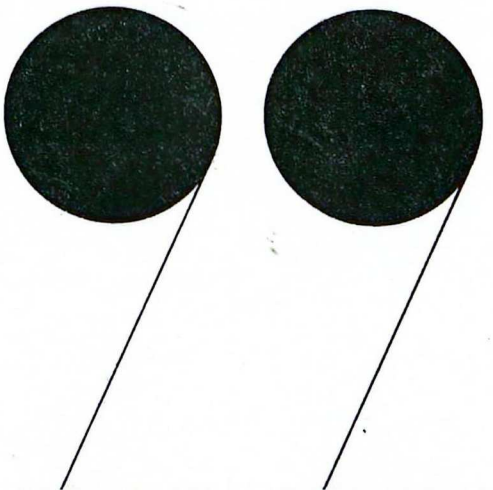
My objective has been humanity's comprehensive welfare in the universe. I could have ended up with a pair of flying slippers.





Facing page: Shell of a one-celled marine animal magnified 420 times. Look familiar?

What I am trying to do. As a conscious means of hopefully competent participation by humanity in its own evolutionary trending while employing only the unique advantages inhering exclusively to the individual who takes and maintains the economic initiative in the face of the formidable physical capital and credit advantages of the massive corporations and political states I seek through comprehensively anticipatory design science and its reduction to physical practice to reform the environment instead of trying to reform man also intend thereby to accomplish prototyped capabilities of doing more with less whereby in turn the wealth-regenerating prospects of such design-science augmentations will induce their spontaneous and economically successful production by world-around industrialization's managers all of which chain reaction-provoking events will both permit and induce all humanity to realize full lasting economic and physical success plus enjoyment of all the Earth without one individual interfering with or being advantaged at the expense of another.



"When I walk onstage, man, all I can give them is me."
—Janis Ian.

Science is operating almost exclusively in inaudible and nonvisible areas. Ninety-nine per cent of all the important work relating to man's evolution is non-sensory and abstract. How long has it been since you've said to a telephone caller: "This is fantastic. I wasn't just thinking of you." Seeing-is-believing is a blind spot in man's vision.

"Cheshire-Puss," she began, rather timidly...
"Would you tell me, please, which way I ought to go from here?"
"That depends a good deal on where you want to get to," said the cat.
"I don't much care where..." said Alice.
"Then it doesn't matter which way you go," said the cat.

SOCIETY NEITHER HEAR

DO ANYTHING HE WANTS

R. BUCKMINSTER FULLER
Travel, Lecture Schedule

May 5 BF Speaker - Conference on Change, Champlain, New York
May 6 10 a.m. - Discuss Geoscope plans, Lima (Peru) Chamber of Commerce
May 6 11:42 a.m. - Show latest slides, students, University of Toronto.
May 6 Lunch - Engineers Union, Moscow.
Tourist will meet at airport.
May 6 1:45 p.m. - Update "Making World Work" presentation, Athens, Greece.
May 6 5:30 p.m.-Informal talk, graduate students, Oxford, England.
May 6 8:15 p.m. - TV panel, BBC, London.
May 7 6:30 a.m. - Meet design classes, mark term papers, So. Illinois U.
May 7 Breakfast - Forum on Future, Tokyo.

"Young man,

I've ridden my bicycle on the left side of this road for the last 75 years, and I intend to continue to do so for the rest of my days."—*Swedes, some grumpily, adjust to switching traffic to the right.*

"Think

of Fred Astaire—and don't forget facial expressions."
—*Airline hostess-school executive.*

"Tomorrow

we shall learn from the newspapers what we said to each other."—*Nehru, concluding a talk with Malraux.*

MAN CAN S NOR SEES THE GREAT NOT ROOTS)

Since World War I, the world has turned from the wire to the wireless, the track to the trackless, the visible structuring to the invisible structuring. In each instance, man is able to do more with less and less and less.

There is the possibility that we shall discover, within a decade, that "telepathy" is in fact ultra ultra-high-frequency electromagnetic wave propagation. We may also find that we are communicating more frequently on a subconscious level than we are in the reality of the visually tunable ranges of the electromagnetic spectrum—the conscious level.

U.S. medical corpsman uses stethoscope to determine if North Vietnamese troops are undermining Khesanh outpost.

"Life goes by so fast. Stop for a moment and take a look at it." ***—Polaroid advertisement.***

FLASH:

WEST ORANGE, N.J., Aug. 16, 1968—The home of Thomas A. Edison, which is preserved as a historical site, will be closed to the public next week for electrical repairs.

"All our years of research in mice and chickens are finally paying off."
—Doctor discussing successful bone-marrow transplants.

CHANGES GOING ON. EI

-- SIGNED WITH LEGS

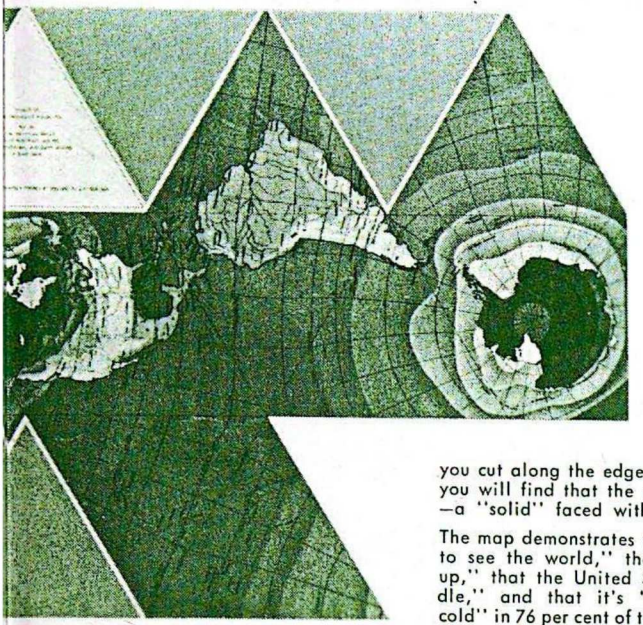
Dear Mr. Fuller:
I am three and one-half years old. You're right!
Name withheld on parents' request, Champlain, N.Y.

There are big things to be done in the world.

—Greenwich Village shopkeeper, talking about hippies.

"Big summer. I hope they're all gone."

Space renting will become the living pattern of the future. Increasing world traffic will necessitate world citizenship. The U.S.A. is the breeding place of "world" man and "universe" man. We should, therefore, begin to act and think as World Men. With this posture, we could better understand our role in total world problems.



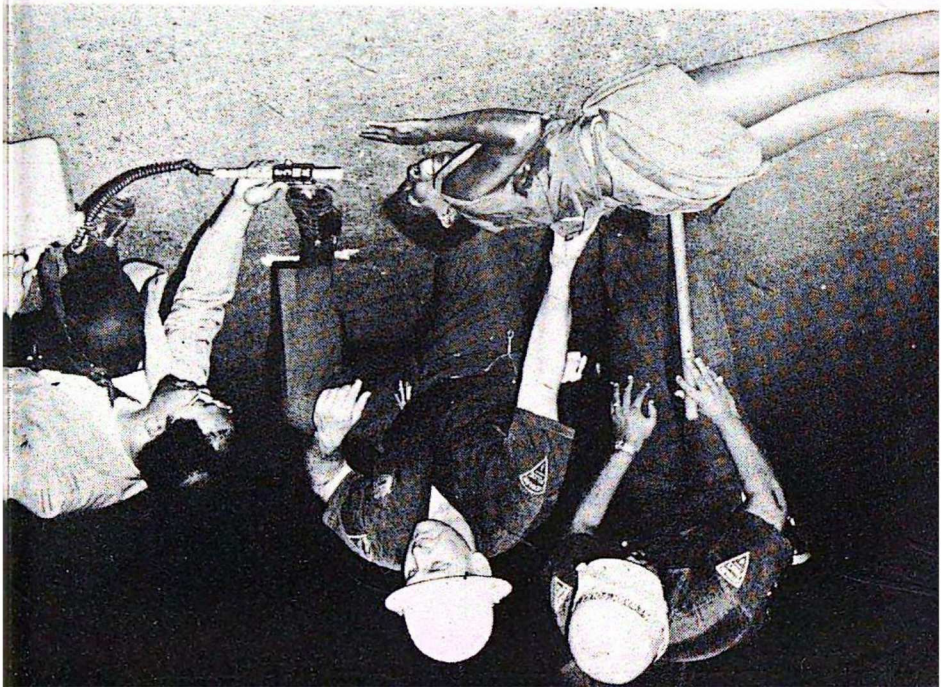
The Dymaxion Sky-Ocean World shows a one world-island in a one world-ocean.

The shape of the land masses are correct. There is no visible distortion of the relative shapes or the relative sizes of its geographical features. If you cut along the edges and bring them together, you will find that the map makes an icosahedron —a "solid" faced with 20 equilateral triangles.

The map demonstrates that there is no "right way to see the world," that there is no "right side up," that the United States is not "in the middle," and that it's "go east [not north], go cold" in 76 per cent of the areas where man lives.

L OF US. (MAN WAS DE

THER MAN IS OBSOLETE



"We are waking from the American Dream to realize that it was a dream few Americans lived in their waking hours."—*Gerald Piel.*

MALTHUS: The world's population will multiply more rapidly than the available food supply.

DARWIN: Only the fittest will survive.

MARX: The workers who produce things are the fittest because they are the only ones who know how to produce physically and therefore they ought to be the ones to survive.

FULLER: Technology providing more and more goods from fewer and fewer resources could guarantee that all men would survive.

It is very logical that man should fight to the death when he thinks there's not enough to go around.

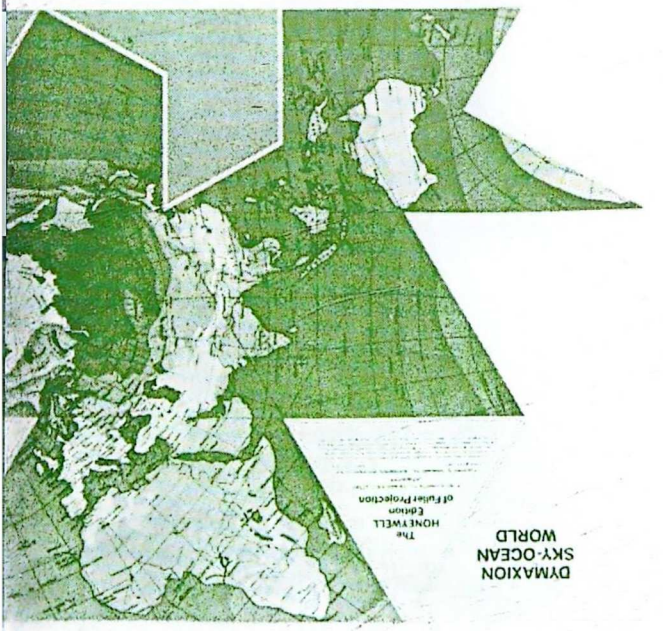
In a fire, he loses all reason, goes mad, and tramples his fellow men to death as he competes for air.

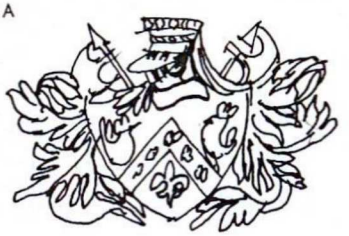
It is also very logical that man won't fight when he knows there's enough to go around. It is logical. It is logical. It is logical.

"He has proved himself, for he is alive." —*Elias Canetti.*

OR WAR IS. WAR IS TH

ERSE IS AHEAD FOR AL





"As for wars, well, there's only been 268 years out of the last 3421 in which there was no war. So war, too, is in the normal course of events."—*Will Durant.*

"It was exciting over there in Vietnam and I was beginning to miss it."—Attack squadron commander called to active duty during "Pueblo" crisis.

Sailor Hides 3 Months Over Barracks Ceiling

Politics has undertaken only to reform man—not his environment.

Heir conditioning has led us to believe that strong political leaders are morally ordained to wage periodic wars for survival of the fittest.

E ULTIMATE TOOL OF R

ESHIP EARTH AND UNIV

No man can prove upon awakening that he is the man who he thinks went to bed the night before, or that anything that he recollects is anything other than a convincing dream.

PRESS AGENT: "I'd like you to meet the producer of 'Chitty-Chitty Bang-Bang,' Albert Broccoli."

REPORTER: "Hello, Mr. Broccoli—but please don't tell my mother."

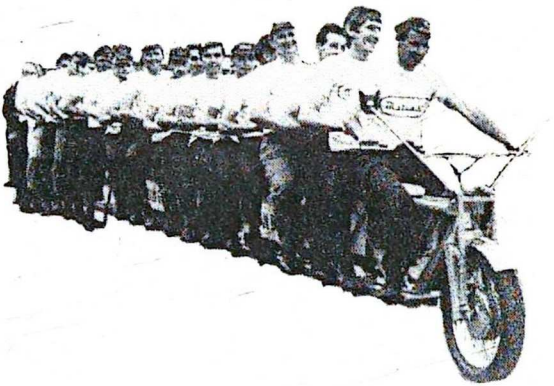
Science will have to give each astronaut a little 300-pound "black box"—containing the life supplies that now support the geonaut. The spaceship will be the first scientific house in history.

The black box will be used by man on Earth to live in remote areas. It could serve as an oasis in the middle of the Sahara.

The black box will supplant the functions now performed by our bathrooms, kitchens, laundries. It will be mass-produced at about one dollar per pound and will be rented for $17 per month.

Thomas Malthus, professor of political economics, The East India Company, was the first economist to process economic data from a finite, closed-system world.

Malthus was wrong. He could not conceive of refrigeration. There could be enough to go around if we increase the performances per pound of the world's resources. Political ideologies based on Malthusian concepts are now obsolete. We should have Departments of Offense, not Defense. Society uses new technologies, but continues to think and operate in old ways. Society is always sur prisedpuzzledd isturbed by the sweeping impact of these tECHnologies.



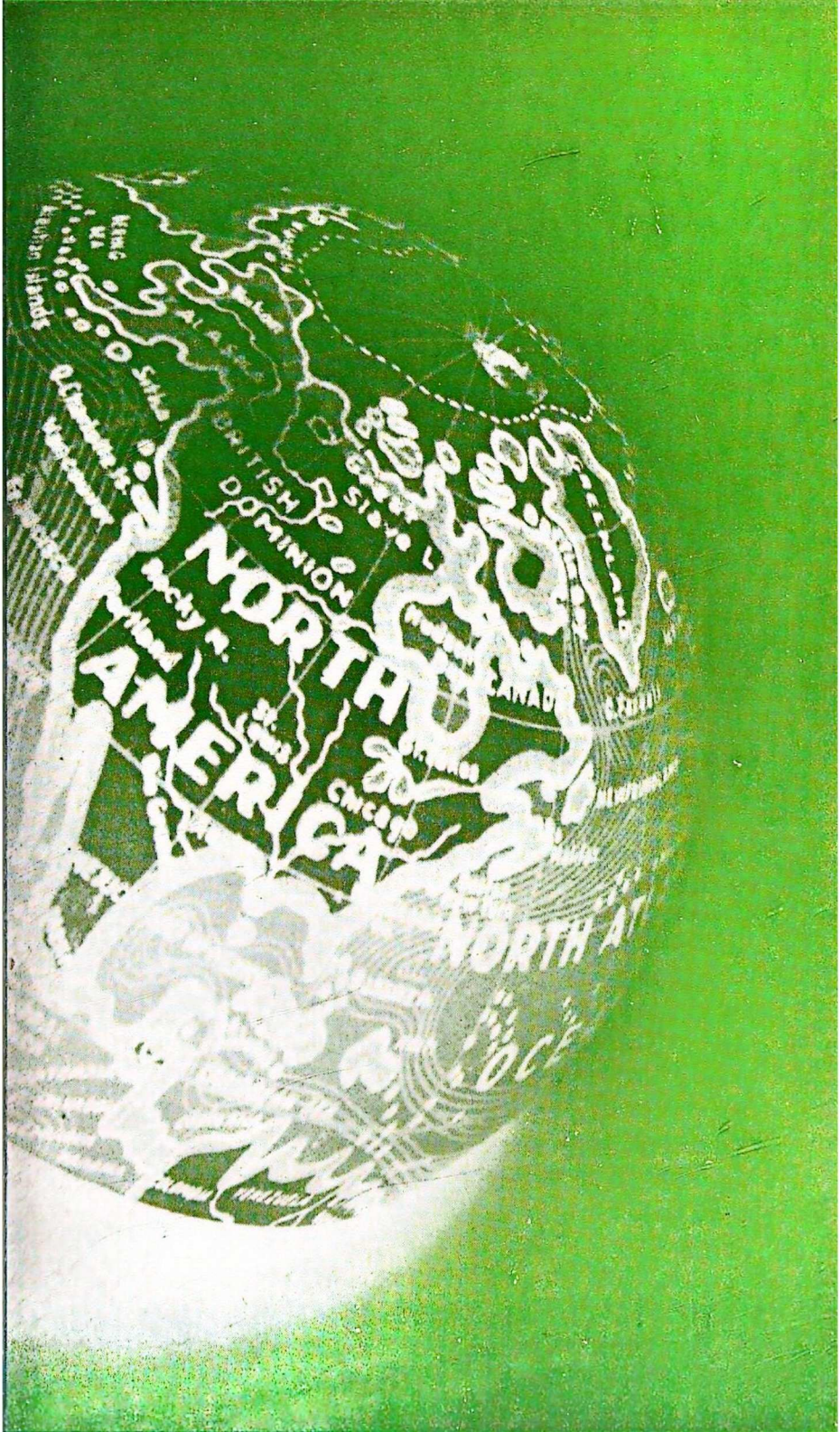
OLITICS. POLITICAL L

THE TOTALITY OF SPAC

"...today, one of our problems is limited parking space."
– *Acting President, Brooklyn College.*

"Everybody, *everybody belongs together. Come on in."*

PACIFIC
INDIAN
OCEAN


NORTH
AMERICA
BRITISH
DOMINION
CANADA
NORTH AT
OCE

A poll of men along Manhattan's skid row revealed that they were in touch with the world.

"It is necessary for me to establish a winner image.
Therefore,

I have to beat somebody."

—Richard Nixon in early 1968.

If politicians are responsible for key decisions affecting Vietnam, slums, pollution, inflation, education, culture—well, it's so obvious.

"A lot of things wrong with society today are directly attributable to the fact that the people who make the laws are sexually maladjusted. 'Why should those dirty teenagers have all the fun?' "—*Frank Zappa, Mother of Invention.*

EADERS LOOK OUT ONLY

ALITY.) COPING WITH

Breakthrough in housing: Mass-production houses. The mobile home is becoming the MODular house.

"Where did you go for your vacation?" asked the tall man waiting for an elevator in Smithsonian Institution.
"Cayman Islands," replied the second.
"Where on earth are the Cayman Islands?" the first inquired.
"I've no idea," said the second. "We flew."

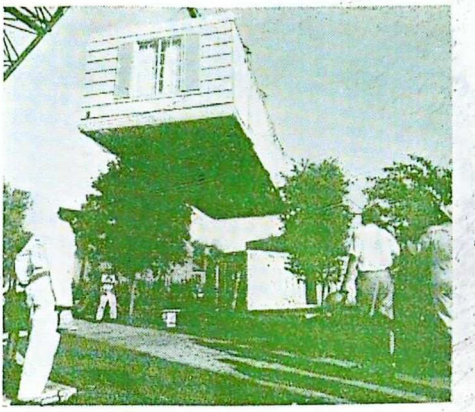
—Alvin Toffler's mother on learning nature of son's book, "Future Shock," about the dizzying psychological shock suffered by people forced to adapt repeatedly to changes in society.

I don't want to be here."

You can sail around the world; you can't walk around it.

The sun doesn't rise or set. The earth revolves the sun into sight and out of sight. Sunset is merely a word with poetic imagery that creates erroneous reflexes. How about two new words: Sunsee and sunclipse.

"If that's the way it's going to be



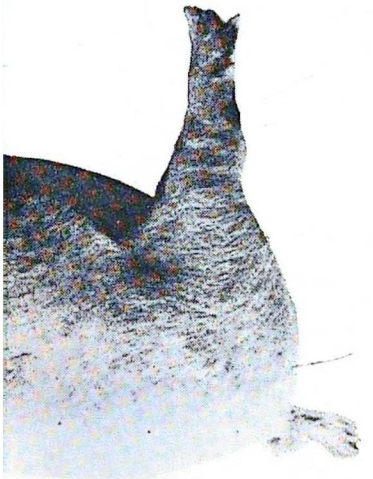
Thy beams so reverend
and strong
Why shouldst thou think?
I could eclipse and cloud
them with a wink,
But that I would not lose
her sight so long.
—JOHN DONNE.

CAN BE A BLOCK TO RE

FOR THEIR OWN SIDE.

No political act can make the world's resources take care of more than 44 per cent of the world's population. It should be the function of politics to consolidate scientific and industrial gains and to work for justice.

"He's an ideal candidate. He was born in Montana, is 35 years old, studied law by candlelight for three years and walked five miles through the snow to school, plus the fact that he is affiliated with the Roman Catholic and Protestant churches, in addition to being a Jew."
—Yippie nominating a pig for President in Summer, 1968, amid cries of "Pork Power" and "Live High Off the Hog." Pig was later sacrificed at mock convention. ***"It's better to eat the candidate than to have the candidate eat you."***



Every day, thousands of people put their lives into the hands of automatic controls. They faithfully rely on instruments, not pilots, to land their planes safely at night and in stormy weather. Politicians are society's pilots.

Born helpless, children expect authority to take care of them. Young people assume that the political authority is the public parent. When dissatisfied, they protest to their public parent, assuming he can pacify them. Usually, the authority lacks the capability. The problems are usually beyond his scope. The Great Gildersleeve is not responsible for world peace.

"While we are sleeping, two-thirds of the world is plotting to do us in."—*Secretary of State Rusk.*

At the 1968 Academy Awards ceremony in Hollywood, the master of ceremonies compared such movie pioneers as Jesse Lasky and Samuel Goldwyn to Martin Luther King because "they, too, had a dream."

POLITICIANS ARE ALWA

HE TRUTH. (LANGUAGE

"Why is it everything terrible begins with an 'm'? Marshmallows, marzipan, maraschino cherries, mother."
—*Craig Claiborne, The New York Times food expert.*

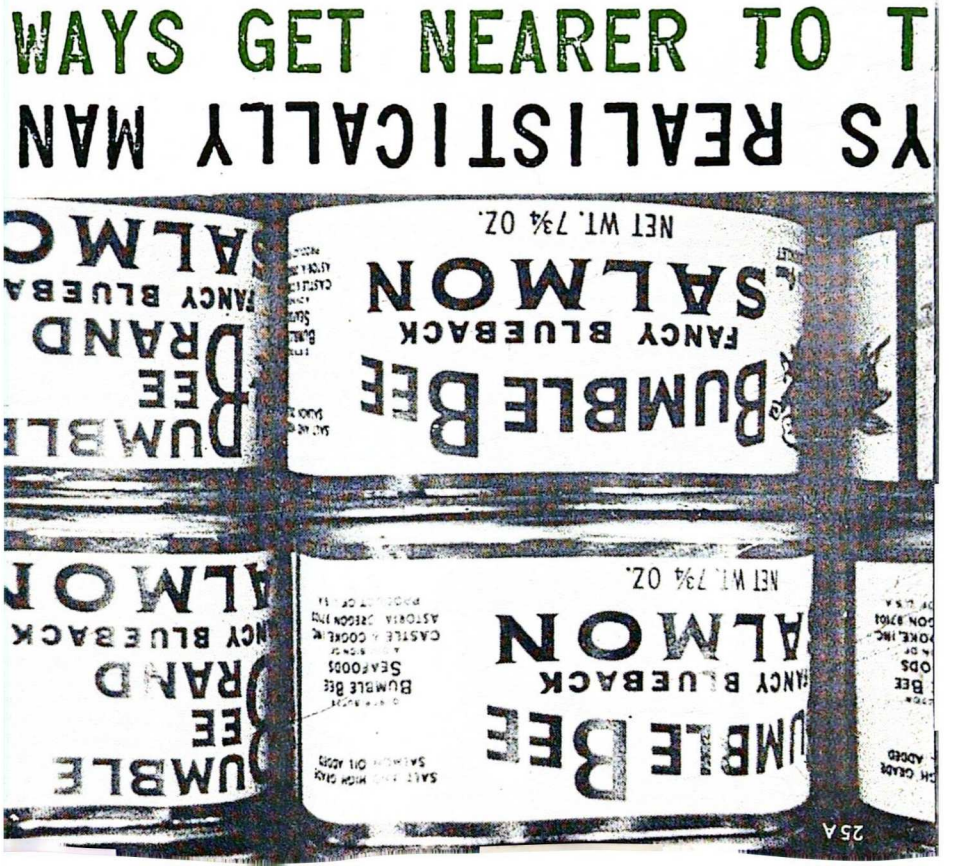
"I was pretty open-minded when I was in Denver." —Judy Collins.

The nature of language determines the incidence of reading disability, says the director of a children's psychiatric service in Japan, where fewer than one per cent of the children were considered to have reading difficulties.

"If you don't perform, you never fail."

"Because my six-year-old son still can't read, he sees a lot more than I do."—Father.

"If one-half the time and money that go into teaching music to children who are constitutionally not musicians were devoted to languages, there would be far better results, because all children of kindergarten age are constitutionally linguists."—MARIO PEI.



"To avoid risks, stay in bed. And even then you can't be sure."

The continuation of the weapons race and of cold and hot wars is motivated by fear of political disasters. Politicians cannot cooperate internationally because they fear criticism back home. They simply can't embrace new social knowledge that transcends boundaries. They must always be politicking and campaigning, in spite of their ghost writers' altruistic speeches. They must compromise their ideals into deals.

Solution of peace and war impasses must clearly come from other than political initiative.

EUVERING FOR THE NEX

ARN LESS. YOU CAN AL

Design assistants: Cathryn S. Aison, New York; Peter Renich, Philadelphia.

110: David Sagarin. 109: David Sagarin. 106: David Sagarin. 104: Wide World. 101: Mort Gerberg. 100: David Sagarin. 99-98: David Sagarin. 97: Peter Renich. 95: David Sagarin. 94: David Sagarin. 91: The Memory Shop. 88: Brown Bros. 87: The New York Times. 85: CBS Records. 83: David Sagarin. 82: David Sagarin. 79: M.O. Palenik, Graphics Arts Facilities, California Institute of Technology. 78: Pace. 77: The Bettmann Archive, Inc. 73: S.S. Homeric—Homp Lines. 72: Brown Bros. 71: Charles Rodrigues. 70: UPI. 68-67: Ringling Bros. and Barnum & Bailey Circus Photo. 64-62: Eastman Kodak Company. 60: M.I.T. Lincoln Laboratory. 58-57: David Sagarin. 55: David Sagarin. 48: LIFE Magazine © Time, Inc. R. W. Kelley. 47-46: Wide World. 42: David Sagarin. 41: New York Doll Hospriol. 42: Smithsonian Institution. 39-38: Pictorial Parade. 37: David Sagarin. 34: Ford Motor Company. 33: Joseph Sutton. 31: Inter-Continental Hotels. 28-26: Patent Office, U.S. Dept. of Commerce. 24: Philip Morris, Inc. 23: Gurdon Industries, Inc. 21-20: David Sagarin. 17-16: Fuller. 14: Pace.

Presidential elections give us only one chance every four years to vote for the least objectionable candidate. One tends to vote "against" rather than "for."

"I don't think Richard Widmark —who had the image of pushing that old lady downstairs—would have beaten Ronald Reagan in a race for the governorship."

"There's a new kind of beauty afoot."
—STANLEY KUBRICK.

T ELECTION. THEY ARE

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B 192: Fuller. 190: David Sagarin. 187: Leonard Mallin. 182: Cathryn S. Alson. 181: Othmar Daneseh. 178: David Sagarin. 177: UPI. 173-172: RCA Electronic Age. 171: The Memory Shop. 170: David Sagarin. 169: Joseph Sutton. 167-166: David Sagarin. 162: David Sagarin. 159-156: David Sagarin. 155: Arcfel-General Corp., Electronics Division. 151: Wide World. 145-144: Fuller. 143-142: Pace. 141: The American Museum of Natural History. 140: Mexico Travel Bureau. 139: Wide World. 137-136: NASA. 135-134: Studio Vista. 133-130: Florida State University. 127-126: M.I.T. Lincoln Laboratory. 124: David Sagarin. 123: David Sagarin. 122: David Sagarin. 121: RCA Electronic Age. 120: Fuller. 116: Patent Office, U.S. Dept. of Commerce. 115: Sinclair Refining Co., R. C. Morehouse.

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ERIMENT IS ALWAYS VA

OBSOLETE AS FUNDAMEN

"Come back and bring the kids."
—Mayor Richard J. Daley to Queen Elizabeth, reported in the New York Post.

Take away the power lines and the machinery from America, Russia, and all the world's industrialized countries—and within six months more than two billion people will, swiftly and painfully, starve to death.

Take away the politicians and dispatch them in a rocket to the sun—and suffering on Earth from starvation and disease will not increase if the energy networks, industrial machinery, routine production and distribution personnel are maintained.

"*...the university has to be protected from interests which are adverse to its preservation.*"—Roger W. Heyns, chancellor, University of California.

WASHINGTON—A Pentagon strategist said that "there could have been pauses between each new category of military targets, to give Hanoi a chance to decide whether the price was worth the candle, but we erred in increasing the pressure so slowly that they could accommodate to each new level of pain fairly easily."

TAL PROBLEM-SOLVERS.

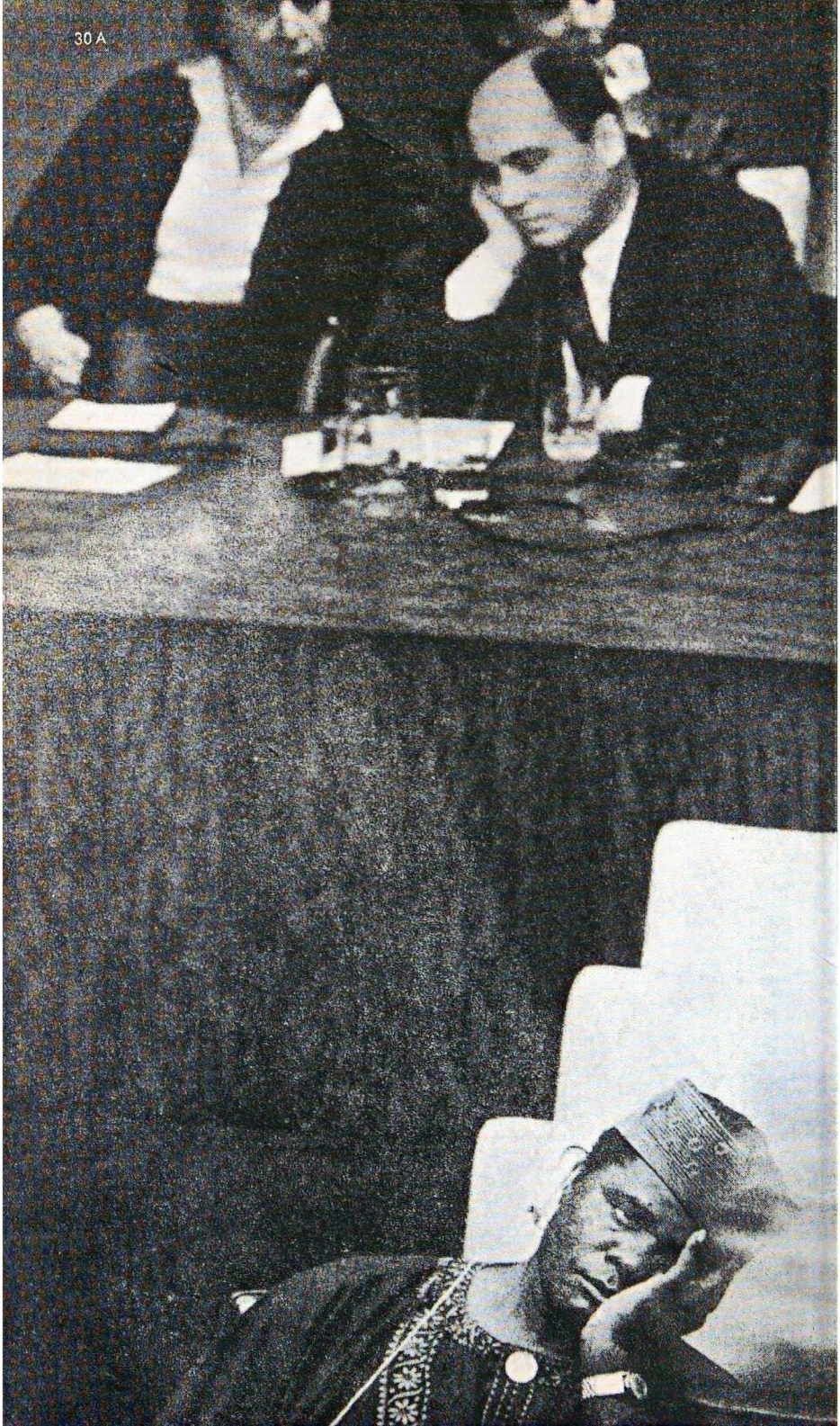
OVER YOUR HEAD.'" EXI

"I dust the Babe's trophies myself. You know how hard it is to get help these days."—*Mrs. George Herman Ruth.*

"I wouldn't dare complain publicly about the late-night folk singing going on outside my window. My maids might walk out on me if they discovered I'd made a fuss. The music, you know, is full of social awareness."—*Manhattan lawyer, of lower Fifth Avenue.*

"I call up the agency and the lady laughs in my face when I ask for dishwashers and porters. 'That work's not good for our people, lady,' she said. But I say that if people were starving as they say they were, they would work on farms and in old people's homes."—*Countess Alexandra Tolstoy, the novelist's last surviving child.*

"You'd think with 8-million people in this city it would be easy to get help. Well, it isn't. Three people failed to show up on Thursday and this is not unusual."—*Restaurant owner.*



NEWTON: A body persists in a state of rest or constant motion except as it is affected by other bodies. The normal condition of all things is inertia.

EINSTEIN: All bodies are constantly being affected by other bodies. Their normal condition is continuous motion and change.

The Einsteinian dynamic norm replaced the Newtonian static norm and set in motion modern science and technology.

Economists, politicians, and speculators believe that metallic resources are found only in mines. They do not seem to realize that mined metals may be melted and re-used. Every 22½ years, the world's used metals are revitalized and recirculated, and their quantity doubles. Melt down all U. S. planes and you would have a larger tin supply than does the leading tin miner, Bolivia.

Zambia's Board of Space Administration reportedly trains its 12-man, one-woman astronaut team by rolling it downhill in 40-gallon oil drums. Edward Nkoloso, Minister of Space, says the space program will literally get off the ground when the United States sends him liquid oxygen, liquid hydrogen, and $21,000,000.00.

HALF-CENTURY OF SUBC

ING TO HAVE "HANGING

Honeymoon Hotel?
Second honeymoon, that is.

"Now look what you made me do."
—Oliver Hardy.

"We asked for the moon and got it."

"I just want to go fishing for a long, long time."—*U.S. engineer on return from Vietnam.*

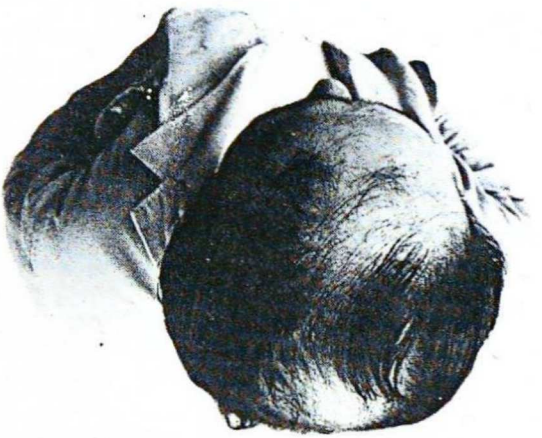
"I wish someone would tell me where I fit in." —Dionne Warwick.

The difference between man's soot and nature's grime is that nature knows how to clean up after herself.—*Observation by Stanford Research Institute.*

"How the hell should I know!" — *New York Knickerbocker coach Red Holzman, when asked why his basketball team was scoring on nearly 50 per cent of its shots.*

UCCESS: NOT A BAD TH

ONSCIOUSLY DEVELOPIN

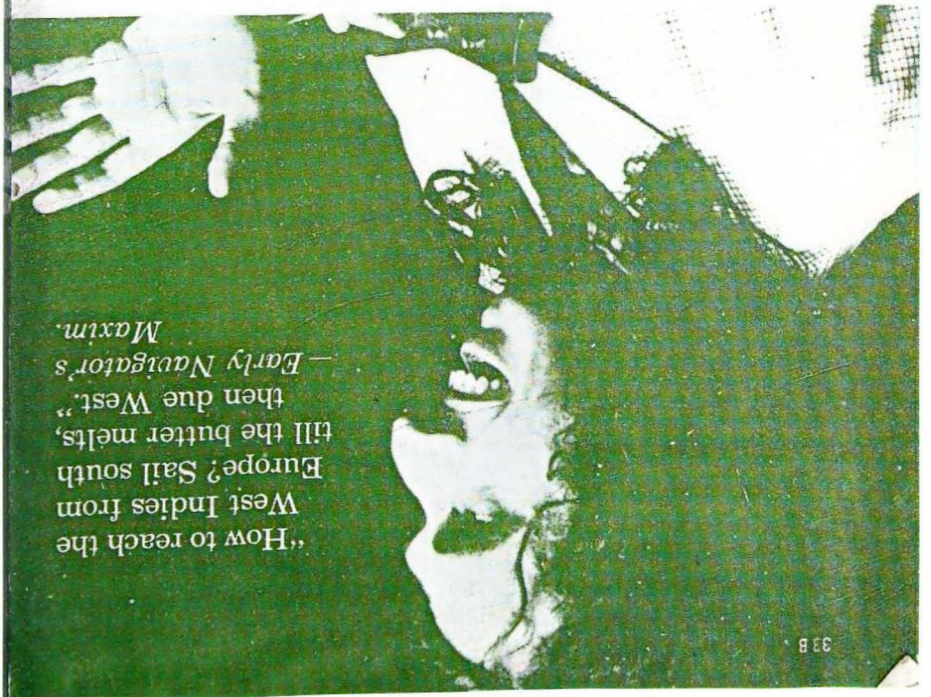


"If you don't rehearse over and over, you're going to be surprised in space. And the surprised man, out there, is the dead one. We get ready, then, by trying to surprise ourselves."
—Ray Bradbury.

"They come together haphazardly at conferences and meetings, talk randomly about their work, and leave without any sense for common strategy or even general direction."
—*Critic of the Students for a Democratic Society.*

WORLD REVOLUTION I

D TO BE A SUCCESS.



"How to reach the West Indies from Europe? Sail south till the butter melts, then due West."
— *Early Navigator's Maxim.*

"The war in Vietnam is the first war that is drowned out by transistor radios. Everybody is going around with a five-buck transistor radio in his pocket."—BERNARD FALL.

Circumnavigation of Earth

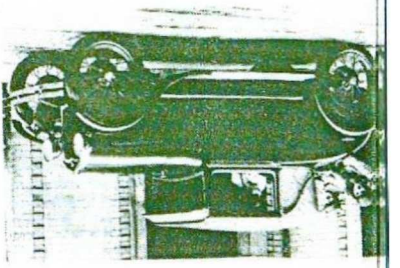
Wooden sailing ship	3 years
Steel beam ship	3 weeks
Aluminum airplane	3 days
Metal-structured rocket capsule	90 minutes

There is more and more evidence that world society is about to discover the intrinsic value of ideas.

"The act of violence commits a man symbolically to the revolutionary movement and breaks his ties with his previous life. He is, so to speak, reborn."—LEWIS COSER, *sociologist, Brandeis University.*

S CROSSING THRESHOL

S OBVIOUSLY INTENDE



The automobile is an extension of the house. Young people used to court in the parlor, then on the front porch, then in the automobile—the porch-on-wheels. Today, the porch-on-wheels may be observed at the local drive-in movie "house." Movies are better than ever.

spin-offs and second-order consequences of the U.S. space program sisted by Aerospace Industries Association of America, Inc.: City rogramming and budgeting; police communications; "nuclear ingerprinting"; emergency night-landing techniques; information ystems; mobile video control; "skybus" mass transit system; tur-ine-powered train; computerized cargo; remote physiological mon-toring; biomedical sensors; ECG by telephone; computerized mani-kin (simulates human under anesthesia); artificial heart power; eart assist pump; laser surgery; nuclear-powered heart aid; dialysis achine for artificial kidney; computerized diagnosis; disaster simu-ator; air-transportable hospital and pharmacy; self-contained nu-lear power; industrial use of gas turbine; total energy package.

35 A

The present ways of gauging wealth are unrealistic. They were adopted for appraising handicraft, agriculture, mining, hunting, fishing —pre-industrial economy—and are today, therefore, registering only national deficits. These obsolete systems fail to take into account entropy—the self-multiplying characteristics of the world's universalization.

INDIANAPOLIS—"Rocky" bumper stickers promoting the unsuccessful campaign of Gov. Nelson A. Rockefeller for the Republican Presidential nomination did not go to waste. Indiana Democrats acquired a case of the stickers and cut off the "Y" to promote their candidate for Governor, Lieut. Gov. Robert L. Rock.

NTO HUMAN CONSCIOUS

TY. MAN, AS DESIGNED

an immigration in time,

with the people over 40 the migrants into the present age and the children born in it the natives."—*Margaret Mead, discussing how mass media "bring up" children.*

Marshall McLuhan has observed that automation is not a continuation of the industrial revolution, or merely hastening things a bit. It is not just more of the same, faster. Automation is a new evolutionary development, a totally new way of thinking and living with our nerves outside us as an information environment. The speed, capacity, and universality of computers are fostering a richness, diversity, and individuality that is altering man's own image of himself and the forms and shapes of his social institutions.

for your information

freedom of choice

Some organizations which provide death benefits for their members appoint an "official" funeral director. It should be understood, however, that the family is *not* obliged to use this so-called "official" director in order to receive the organization's death benefits. Under New York State law, the family may make arrangements with *any* funeral director of its choice. The law is quite specific: freedom of choice is always the family's prerogative.

riverside

MEMORIAL CHAPEL, INC. • FUNERAL DIRECTORS
Founded by Charles Rosenthal, 1877-1966

Conveniently located in the heart of Brooklyn; only minutes away from Manhattan and Long Island.
OCEAN PARKWAY AT PROSPECT PARK • UL 4-2000
Five Chapels Serving the Greater New York Area

EDWARD ROSENTHAL • MORTON ROSENTHAL
CARL GROSSBERG • LEO J. FILER

"How can I do new math with an old math mind?"
—*Charlie Brown.*

NESS AND ULTIMATE P

TH STARTLING RAPIDI

IS

happening now

"What's

Man's most valuable ideas comprehend change, the trending of change, and anticipate the next important changes. The result: An evolving man in an evolving universe. One should put his humanitarian thoughts over his less humanitarian emotions. Mind over what matters.

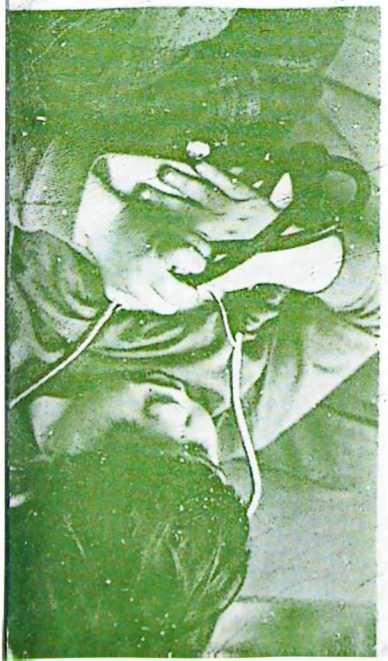
"The sun's not yellow, it's chicken."

"You go on the tennis court to play tennis, not to see if the lines are straight."—ROBERT FROST.

In mid-1968, the average age of the U.S. population was 27.7 years old.

PULAR SUPPORT. TODAY

UTIONS WILL VANISH



An "open prison"—it will have no walls, bars, guards, searchlights—has been proposed for Toluca, Mexico.

Former civilizations could be restored in all their grandeur if we dismantled our museums and sent back the arty facts. Whole eras could be re-experienced.

"Inside the museum,
infinity goes up on trial."
—BOB DYLAN.

As fleets anchor for a day in port and then sail off, cities of geodesic domes could be "uprooted" and relocated in a day.

39 B

"A child can learn anything if he knows you won't trick him."
—*Behavioral scientist.*

Bursting with idealism, students everywhere are confronted with yesterday's science fiction operating as today's fact.

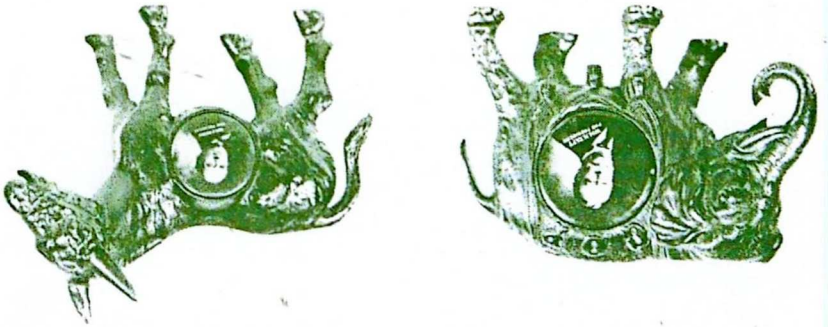
"Let's deal with these buzzards."

—MENDEL RIVERS, Congressman, South Carolina, who won re-election without opposition in 1968.

'S STUDENTS, REARED

FALSE PREMISE INSTIT

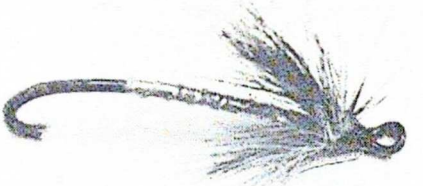
"The steel we're getting from Pittsburgh literally rots away after a few years on the road."—*Purchasing officer, Detroit car manufacturer, quoted in The New York Times.*



"If the press does not show up at a press conference for your author, it can lessen the embarrassment if a few people from around the shop 'drop in' with pencil and pads in hand and ask questions. Author will never know the difference."
—Publishers' Publicity Association memo to members.

41 A

SILVER RAT



"I have never known life without electricity and its advantages."

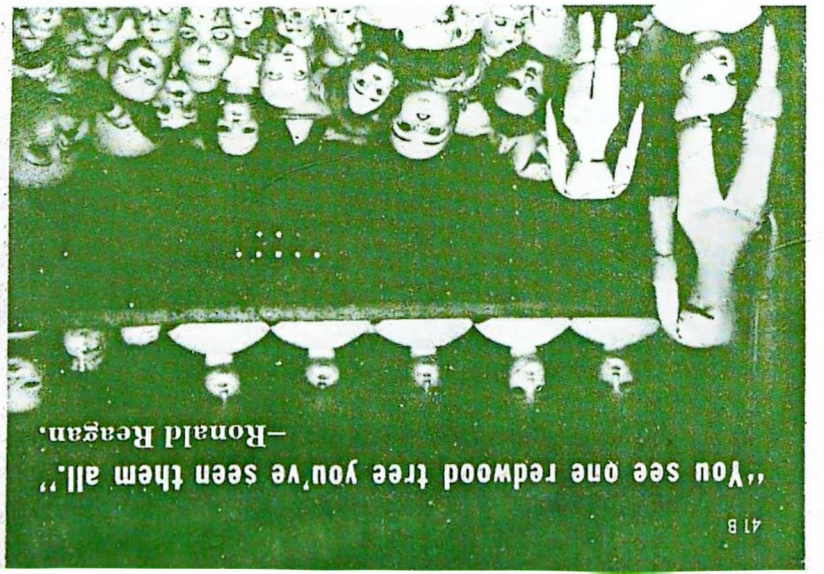
—Luci Baines Johnson Nugent.

For a score of years, television—"the third parent"—has been telling children the news of the world every-hour-on-the-hour. Parents come home from shopping or from a long commuting ride and a boring job, and say, "Oh, I had a terrible day. Let's have a drink." It's all so, well, transparent, so the children rush back to the television set for their third parent's more with-it news.

BY TELEVISION," THE

ICAL COMMERCIAL SHAM

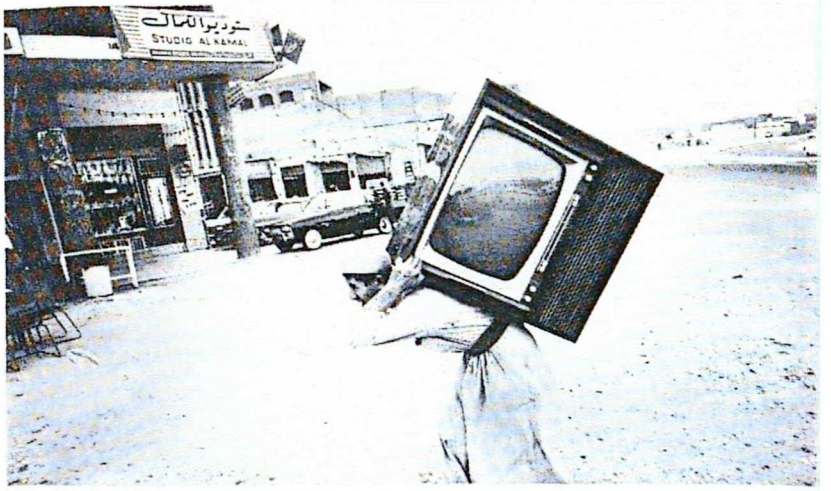
People are betting on peace, not war. In the past, stock market prices always rose during wartime. During the U.S.-U.S.S.R. confrontation of 1962 and the Vietnam war, however, the U.S. economy suffered, rather than benefited, from international crises.



41 B

"You see one redwood tree you've seen them all."

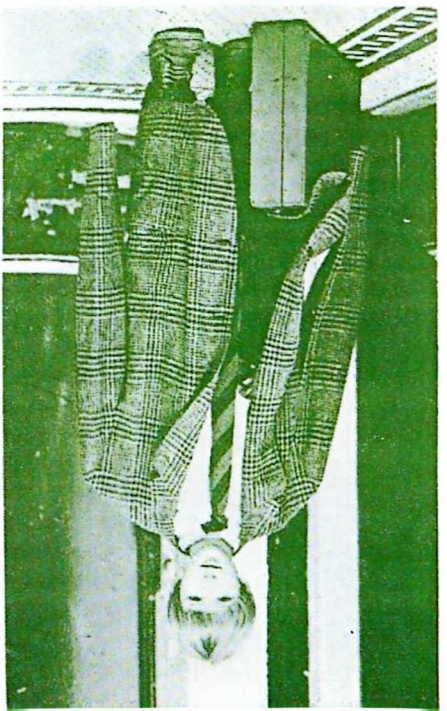
—Ronald Reagan.



It is estimated that 1800 thunderstorms are in progress over the earth's surface at any given moment and that lightning strikes the earth 100 times every second.

THIRD PARENT," THIN

NEXORABILITY. POLIT



'They're all senile, and
:hey really dig us. When
we built a mock-up of a
bi-plane, they all thought
it was World War One
again and that we were
going to take them for a
ride."—Hippies living
next to an old-age nurs-
ing home in New Jersey.

-life magazine esti-
nates that the aver-
ge college student
sees 20 movies to
very book he reads.

News reporters found a new kind of student attitude at Berkeley in 1965. The protesting students, whose average age was 20, were not inspired by loyalty to their families, colleges, or home towns. But they had not lost their idealism. They felt that it was immoral to be chauvinistic and patriotic. They were interested in the whole world and in the welfare of all humanity.

"The greatest poem ever known
Is one all poets have outgrown
The poetry, innate, untold,
Of being only four years old...."
—CHRISTOPHER MORLEY.

"I scoff at all national flags."

—Daniel Cohn-*Bonditt*.

"We are fighting for ideological survival. Our ideas will overcome your ideas. We are going to cut the country's whole value system to shreds."

—*Young Sioux, at civil rights fund-raising banquet.*

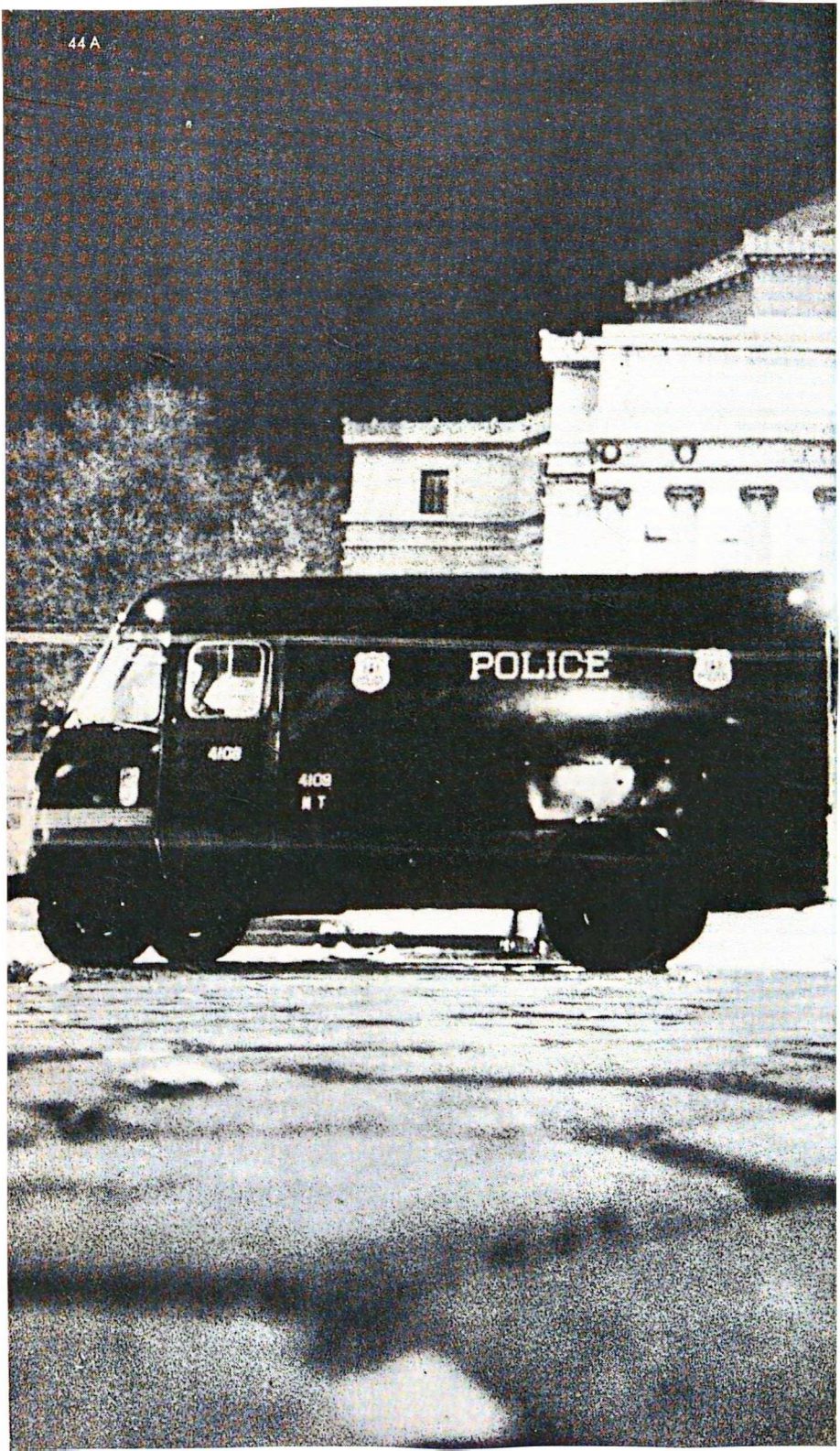
ORLD. THEY THINK DE

ES WITH ACCELERATIN

Labor insisted on higher wages. When industry fell into line, mass-purchasing power led to mass production. Capital gains.

On three occasions, Mayor Lindsay picked up wastepaper out of the gutter and gave it to aides to dispose of in litter baskets. The third time he picked up a piece of paper he gave it to an aide, who passed it to another person. That person, in turn, passed it to still another until the paper had gone through four or five hands. Eventually it reached a small boy, who threw it back onto the street.—*As reported by The New York Times.*

"VIOLENCE is a **cleansing force. It frees the native from his inferiority complex."—*Frantz Fanon.***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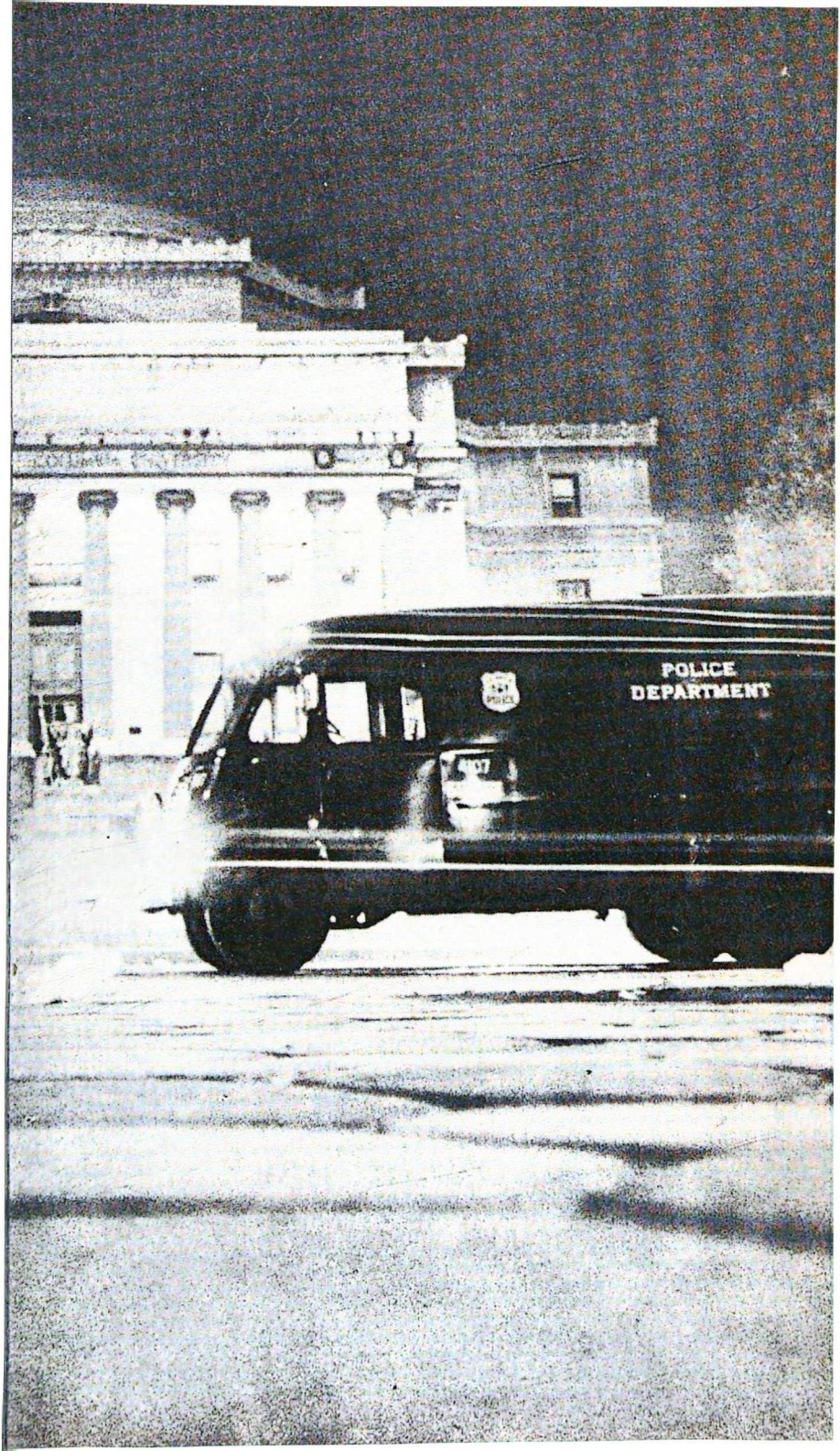

POLICE
DEPARTMENT

1945: The atomic bomb.
1949: Giant transistorized computers begin commercial operation.
1954: Mount Everest scaled.
1955: Polio vaccine discovered.
1957: Sputnik launched.
1957: First civilian nuclear reactor begins operation.
1958: Atomic-powered submarine travels under North Pole.
1959: Soviet Union makes first photograph of back side of moon.
1960: Bathyscaphe photographs bottom of deepest hole in Pacific Ocean.
1961: Russian orbits Earth in rocket capsule.
1962: DNA discovered.

Because 55 to 65 per cent of parents prefer male children to female children, a pill controlling the sex of offspring would very likely affect most aspects of social life, including the two-party system. Men vote systematically and significantly more Democratic than women, notes Professor Amitai Etzioni, Columbia University.

MAND JUSTICE FOR ALI

IN TOMORROW'S BATTL

Asked how she was helping her bigwig Republican husband in his political campaign against an Italian restaurant owner, Mrs. Margot Hahn, of Washington, D.C., said, "I've given up pizza."

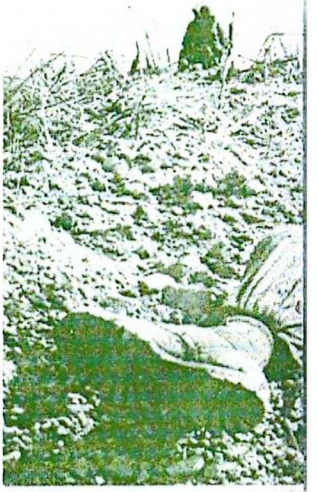
Woman Student, 104, To Be Honored in Texas

THIS IS THE ARMY, MR. JONES! In early '70 (1970), off-duty GIs were clandestinely publishing anti-war newspapers. Many stationed at Fort Carson, near Colorado Springs, were wearing wigs to hide their "whitewall" haircuts so that local girls would not know that they were soldiers.

"SAIGON GENERAL spurns 5-day, 8-hour war."

"EDUCATORS TOLD to face new ideas"

"My speeches have an immediate purpose. They are not intended as timeless documents. I have never confronted myself with questions on posterity."—*Everett Dirksen.*



"They wanted to go off somewhere neither of them has ever been. I wish I were going with them."—Mrs. Lewis Douglas, on marriage, in 1968, of only daughter, Charmin' Sharman, Vassar '51.

Industrialization, not socialism, produced Russia. Industrialization is compatible with all political systems.

CTUAL INTEGRITY WILL
HUMANITY, WITH NO EX

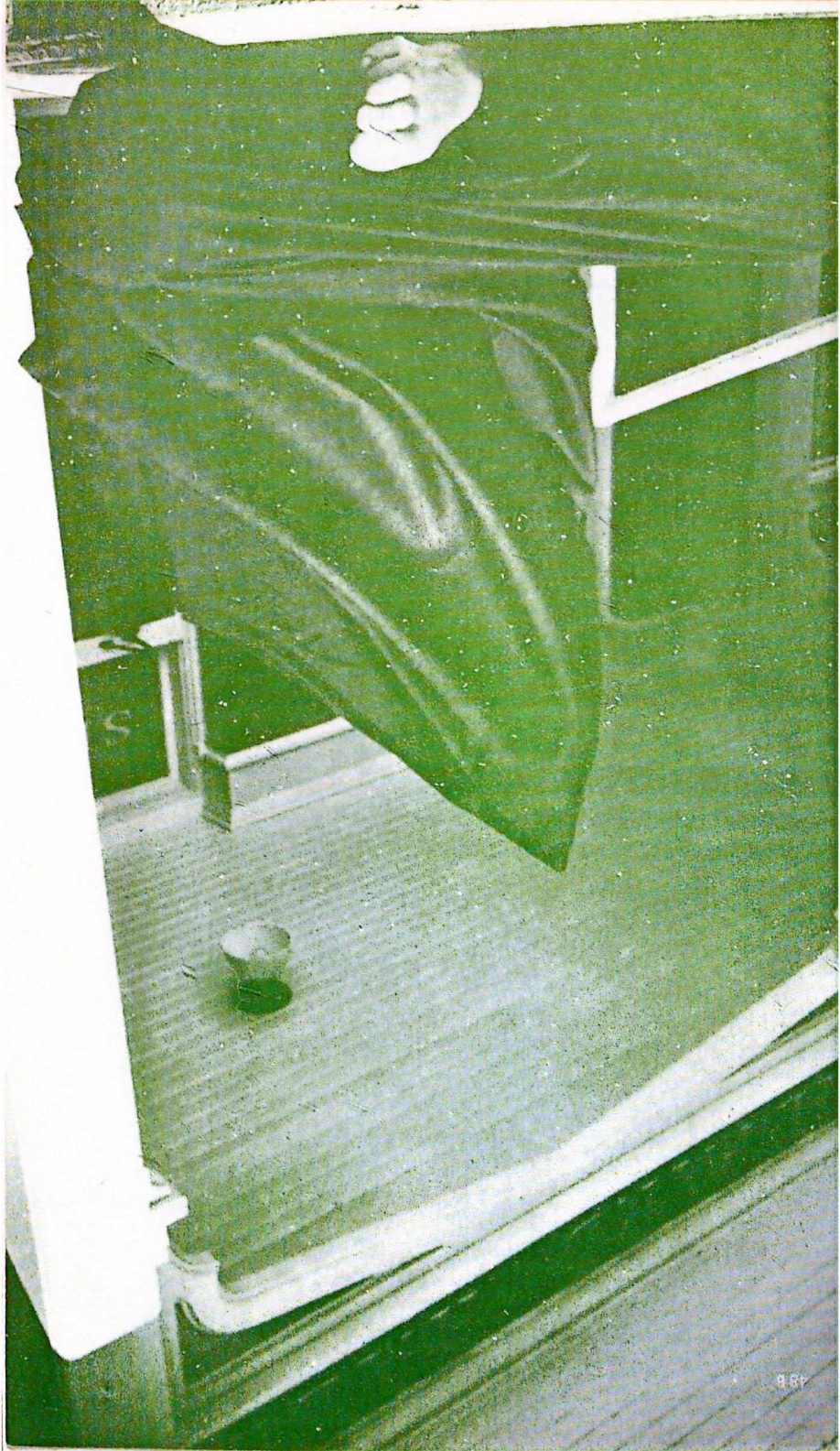
"Bobby and Betty pursue their insipid goal of a ride in the district garbage truck with good old crotchety Mr. Jones, while the deathless ride of Paul Revere goes unwept, unhonored, unsung. It is interesting and significant, I think, that education has deliberately debunked the hero to make room for the jerk."

—*Max Rafferty, Superintendent of Schools, California.*

"We want everything you have and everything you hope to have."

—Floyd McKissick, national director, C.O.R.E.

World youth is realizing that its desire for the betterment of all mankind can never be effected by politics, which is inherently divisive and biased. Politics, to be effective, must eventually make war. Youth is realizing that betterment might come only from a design-science revolution. This revolution would upgrade the performance per resource, providing all humanity with an ascending standard of living.



"July 4" would be celebrated on July 3 if there had been typewriters in those days.

"Give me librium or give me meth."
—The Boys in the Band.

Young people have few loyalties. They see no reason to be biased, to be for or against. Because they are nationally unbiased, the students are engaging in the most powerful and constructive revolution in all history.

CEPTIONS. THEIRS WIL

R EMOTIONS.) INTELL

With the railroad, the land became an extension of the ocean.

Jesse still believes Buster Keaton was the General.

"You read a poem about green grass, trees, snow, salt spray blowing up against a beach. Well, when we think of a beach we think of chicken bones, broken glass, beer cans. We think of the only beach we know, which is probably Coney Island. And the teacher, who's a middle-class white, says you've misinterpreted the poem."

—Negro student, Rutgers University.

Our major technological research and development programs are financed by the government. We, in effect, are living in a partially socialized system.

Oi! Many a shaft,
at random sent,
Finds mark the archer
little meant!

"We show part of our 25-hour movie and we speak to the kids. We tell them we don't believe in goals. We don't believe in art. Everything is art. I'm nude because Andy says seeing me nude sells tickets. It's hard to believe that. I look like a parody."

—Viva.

L BE THE MOST POWERF

TO ENTERTAIN ALL YOU

Modern industry uses some of the techniques of the universe in mass production, but it often resents and perverts them.

Doctors work with everyone—regardless of race, creed, color, station, geography, status.

"For the first time, men and women are friends."

"The choices are so big I can't handle them."—*Student, University of Michigan.*

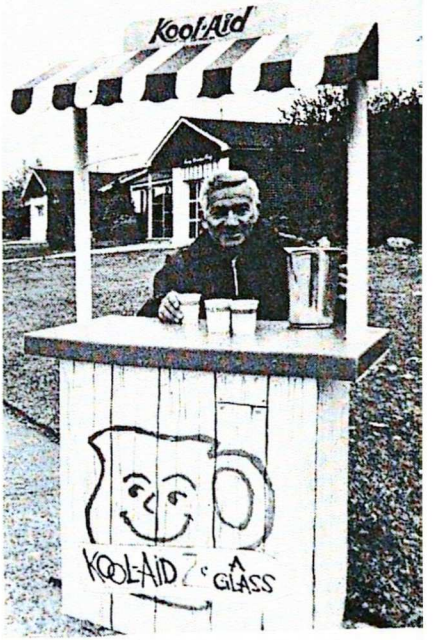
The spoken word was the first industrial tool. Hi. In the beginning was—industrialization, or universalization.

"I'm not opposed to feeling people. In fact, in Sweden it is definitely an attractive idea. But I'll be damned if I'm willing to call it the worship of almighty God."—*American who walked out of "touch and tell" part of worship service in Uppsala, Sweden.*

When a child stands up, breathes, gets himself in balance, and starts drinking in the patterns of cosmos and Earth, he is interested, apparently spontaneously, in co-ordinating the total information—the total stimulation. He craves to understand—to comprehend—to be part of.

"*We live in a decaying age. Young people no longer respect their parents. They are rude and impatient. They inhabit taverns and have no self-control.*"—Inscription, 6000-year-old Egyptian tomb.

"We want action—enough with words."—*Belgrade student.*



L CONSTRUCTIVE REVO

THE WORLD. (BE SUR

© Elysium Institute, Los Angeles, California

Students will discover that world industrialization is an evolutionary transformation—as fundamental as that of caterpillars into beautiful butterflies.

"It is perhaps natural that a Saudi woman in Beirut would wish to dress like other women. But what is one to think when she discards her veils and puts on a miniskirt as soon as the plane leaves the ground?" – *Commentator on new social habits in Arab countries.*

"Teen-agers who want to change the world should not turn off or drop out, but should butt into politics and change the world from within. When you young people speak up—people around here sit up. You won't see anyone wearing a hearing aid in the White House."

—President Johnson.

LUTION IN HISTORY. E

FROM ANYWHERE AROUND

"That's fine. But what are they going to SAY?"—
George Bernard Shaw on learning that England and India had been joined by cable.

Domed cities can be illuminated by daylight without direct sun. That part of the dome through which the sun doesn't shine directly would be transparent. In summer, the dome would be protected by polarized glass; during the sunny hours, it would not hold heat. In winter, the sun would penetrate the dome.

The domed city will be not only practical, but pretty. Covered streets—like the delightful arcaded Italian variety—will have outdoor restaurants and exhibits. Windows may be open year-round. Gardens will bloom year-round. There'll be a dust-free atmosphere. The domed city will indeed be nothing to sneeze at.

"We're out to build an electric Eiffel."

....do you,

Mister Jones?

A "laser-listener" can convert an ordinary window into a microphone whose messages can be picked up as far as the window can be seen. Sound waves inside a room produce minute vibrations in window-glass. If a beam of very pure light from a laser is reflected from the window, which can be done easily without anyone inside the room knowing, it will pick up the vibrations. A receiver turns the vibrations back into speech. Only double windows defeat the laser-listener.

IN ONE ANOTHER'S EAR

ARTH IS A VERY SMALL

"Why should they try to separate us so? We should all just smell well and enjoy ourselves more."—Cary Grant, discussing cosmetics as means of unifying the sexes.

Spaceship Earth is fueled by a radiation power plant, the Sun. Because the universe is entropic, Earth's evolution is ineluctable.

"Here's where we teach Confidence."

—Charm school hostess.

"My God! What is there in this place that a man should ever want to get into it."

—*James A. Garfield, on the presidency.*

"The insane asylum is occupied."—*Banner hung by medical students protesting inadequate aid to mentally ill in Parma asylum.*

For millenia, the average man traveled 30,000 miles. Today, the average man travels 3,000,000 miles. As the ecological revolution continues, man may some day travel 3,000,000,000,000 miles.

"This royal throne of kings, this scept'red isle. This earth of majesty, this seat of Mars. This other Eden, demi-paradise,... This blessed plot, this earth, this realm... **this bargain."**

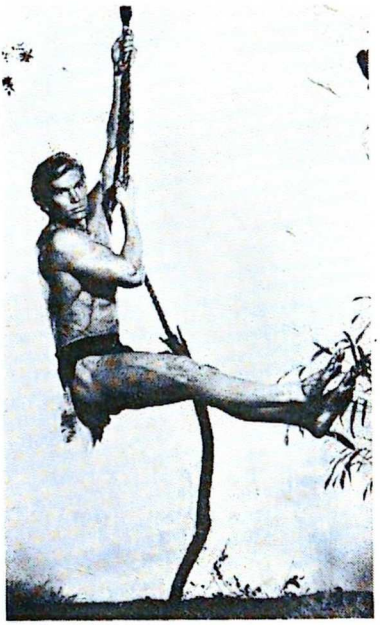
—B.O.A.C. advertising headline.

PACE SHIP. WE ARE A

HISPER EFFORTLESSL

"I just like sound. It thickens the plot." —*Merce Cunningham.*

Un**able** to stop transmissions of a clandestine network, Russian soldiers who had invaded Czechoslovakia began seizing portable radios from listeners in public places.



"It's the only way to fly."
—Hippie.

A six-times-the-force-of-gravity ride in an astronaut's centrifuge moved to a less-dangerous spot the bullet in the brain of a wounded restaurant cook in San Jose, Calif.

All living things—both plant and animal—are linked in an extraordinarily designed, ecological balance. Man has an essential role to play in this chain of regeneration.

"This place will not be genius-oriented."
—Summer camp director.

LL ASTRONAUTS. EACI

D. HUMANS CAN NOW W

"There is no great authority called the Prime Minister who gets messages from God."—Pierre Elliott Trudeau, Prime Minister of Canada.

The man in the tribe who could use his tongue most fluently to plead with the gods became the priest. **"HELP!"**

"Drivers in New York are creatures of habit. They know the highway is closed, but they have to go there and see for themselves how bad it is before they'll avoid it."

—Henry Barnes, traffic commissioner.

Domed cities will be essential for occupation of deserts, the Arctic, and the Antarctic. (Russia is already experimenting with them in the Arctic.)

Eventually, domes will cover old cities, especially those which will need to be preserved as historical monuments.

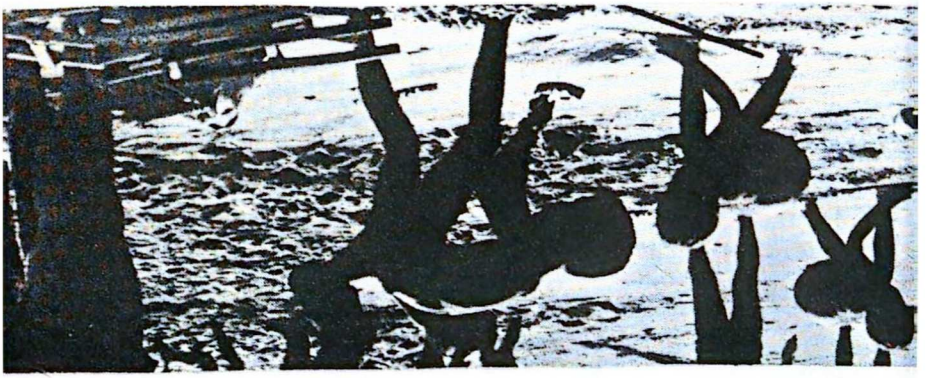
There are approximately a quadrillion times a quadrillion atoms in your brain.

Having to choose between development of weapons and development of environment, governments always give priority to weaponry. Resources and the best minds are channeled into defense rather than into social programs.

morose and introspective than people whose names begin with letters between A and R. A state of alphabetic neurosis, which begins at school age, shortens the life of S-to-Z people by about 12 years, said a long-awaited British Medical Association report submitted by *Dr. Trevor Weston.*

"Don't try to take on a new personality. It doesn't work."
–Advice in 16-page brochure prepared for Republicans making speeches in behalf of their presidential candidate, Richard M. Nixon.

"If you want a youthful figure, ask a woman her age."



VERSE. WE HAVE 28,00

RVIVAL POTENTIALS MU

If your name is, let us say, "Trevor Weston," you're more apt to get ulcers and circulatory ailments than if you were "Charlie Brown." Waiting for their name to be called and the attendant feeling of always being last on the list make people whose names begin with the letters between S and Z more liable to become

A dome over mid-Manhattan—reaching from the Hudson River to the East River, at 42nd Street, and from 22nd Street to 64th Street —would be a hemisphere two miles in diameter and one mile high at its center. The peak of the Empire State Building's television tower would reach only one-third of the distance from the ground to the dome.

The dome would reduce energy losses in winter heating and summer cooling to one eighty-fifth of the present cost. Snow plows would not be needed. Money saved in ten years would pay for the dome.

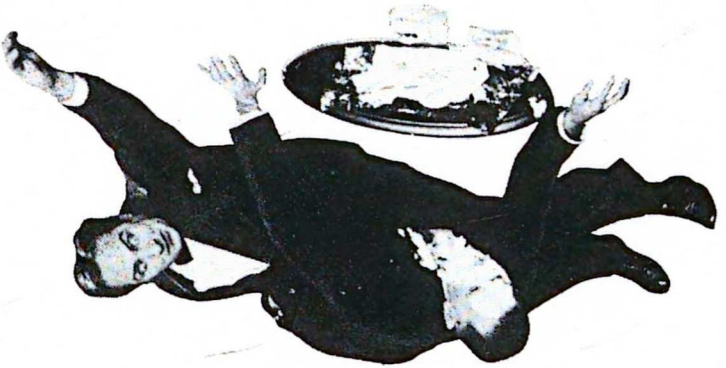
"Most of the crackpot papers that are submitted to the Physical Review are rejected not because it is impossible to understand them, but because it is possible. Those which are impossible to understand are usually published. When the great innovation appears, it will almost certainly be in a muddled, incomplete, and confusing form. To the discoverer himself it will be only half-understood; to everybody else it will be a mystery. For any speculation which does not at first glance look crazy, there is no hope."—*Observation reported by Scientific American.*

INTELLECT HAS HAD SU

O POUNDS OF EXPLOSIV

night scheme?

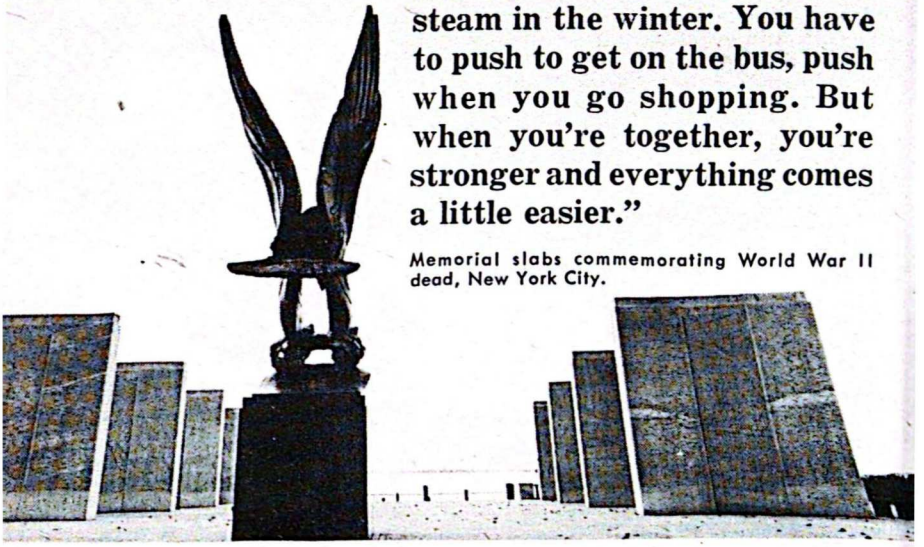
Synthetic sex attractants, rather than chemical warfare, are the biological weapons being developed to lure the black carpet beetle and pine bark beetle to their doom. A fly-by-



Arms superiority changes hands frequently. What one scientist learns, all scientists eventually learn.

"It's hard just living. You have to fight for hot water and steam in the winter. You have to push to get on the bus, push when you go shopping. But when you're together, you're stronger and everything comes a little easier."

Memorial slabs commemorating World War II dead, New York City.



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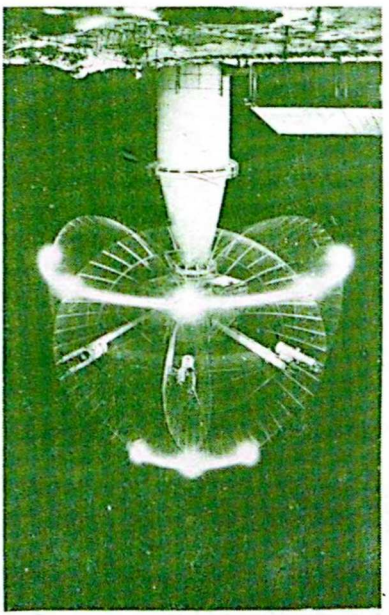


"I have a lot of respect for the printed word." —Tiny Tim.

On the sea, security decreased with weight. Stone boats went

that away.

"When I'm dreaming back like that I begins to see we're only all telescopes."

—James Joyce,
FW 295-10.

While women may be completely naked or only fig-leafed in the future, they may also put on extravagant costumes. They may put on uniforms while managing completely automated industry by remote electronic controls, so that those with whom they deal via television-phone will know that they mean business. Dressed to bill.

During the first 50 years of the Air Age, the major industrial powers poured two and one-half trillion dollars into the development of the airplane as the new supreme weapon. (Would you rather be Wright than president?)

'Speak That I May See You"

BLIND DATE

(Act One)

Vision Phone Rings

GIRL: Hello?

BOY: Bye.

(Curtain)

NG ON EARTH. WEAPON

AN FREED OF SPECIA

"The more society demands that the individual live up to its concepts and ideas, the less efficiently can the individual function. The greater the discrepancy between what one can be through one's inborn potential and the superimposed, idealistic concepts, the greater the strain and the likelihood of failure. I give a ridiculously exaggerated example. An elephant wants to be a rose bush; a rose bush wants to be an elephant. Until each resigns to being what it is, both will lead unhappy lives of inferiority." —FREDERICK S. PERLS.

Space is a meaningless term. We have relationships, but no space. Language must be purged of faulty words and concepts, you know

Nothing is so easy to steal as the right bright idea. The department manager "appropriates" his subordinate's idea and presents it as his own to the company vice-president, who in turn adopts the idea and presents it as his own to the company president, who in turn presents it as his own to the board of directors which rewards the president with a $25,000-a-year-raise. In New York's publishing world, idea-stealing is called, "Let's have lunch."

Mrs. Rose Shapiro, grandmother, and president of New York City's Board of Education, good humoredly told newsmen that she had planned to wear a black suit to an oath-taking ceremony until she heard of Mayor Lindsay's characterization that the Board was sluggish. She then switched to a shocking pink cotton dress.

"The main obligation is to amuse yourself."
—S. J. Perelman.

"However romantic it seemed to be a beachcomber, I learned I had to get back to the neurotic society I need in order to function."
—ALBERT FINNEY.

RY HAS ALWAYS BEEN
ITH THE UNIVERSE. M

When the weatherman says that the wind is blowing from the northwest, he is suggesting that there must be a little fat-cheeked zephyr doing the blowing. What's actually happening is that there's a low-pressure area sucking the air toward the southeast, pulling it past you.

"Most of our assumptions have outlived their uselessness."
—MARSHALL MCLUHAN.

"I was a regimental sergeant major in the Second World War and spent three years overseas—but this was the first time I was under fire in this country."—*Parks Department employee after police and sniper engaged in a gun battle in Central Park, in New York City.*

You cannot select a priority without implicitly admitting an anti-priority. Because "the enemy" has always been our priority, the home front (livingry) has been the anti-priority.

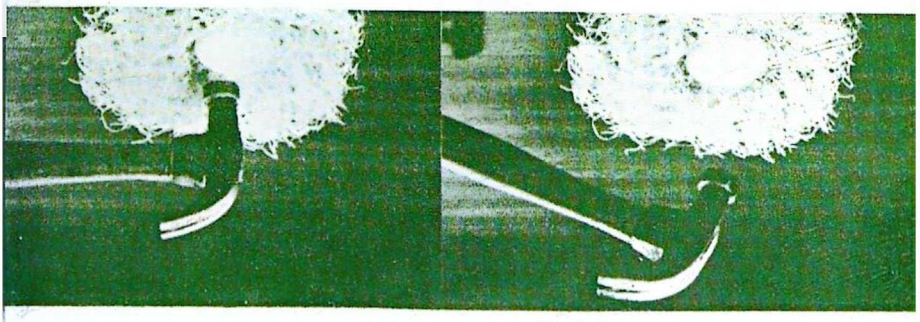
In the last century, man has invested five trillion dollars in the invention and development of 10,000,000 technical items, including the telephone, electric light, radio, television, the airplane, jet and rocket flight, and nuclear reactors—the elimination of virus diseases—the discovery and isolation of sixty additional elements, electrons and nuclear components of the atom—the tripling of human longevity.

Those who suggest that it might all have developed peacefully are as unrealistic as are those who now think that the old patterns can continue without man annihilating man.

CCORDED PRIORITY OVE

LY NEW RELATIONSHI

"The burning of large quantities of marijuana [in the New Jersey meadows] creates another problem: If the wind is right, we could possibly turn on a large segment of the nearby population."—*New Jersey health department official, commenting on destruction of 20,000 marijuana plants; (Pigeons and canaries seemed to enjoy getting high on marijuana seeds and the canaries were found to sing louder and better.)* —The New York Times.



"Black people must get to know black people. We need to get our drum back."

Thinking is a momentary dismissal of irrelevancies.

There is something patently insane about all the typewriters sleeping with the beautiful plumbing in the beautiful office buildings — and all the people sleeping in the slums.

"It's all changed, it's not the same."—*Bikini islander returning home for the first time since nuclear tests of 22 years before.*

R LIVINGRY. ONLY TW(
TION INTO AN ENTIRE

By 1988, says a federal report, the biggest businesses in the U.S. will be: (1) The manufacture and service of cars, and (2) the manufacture, insertion, and service of artificial hearts.

"The Government is spending $450,000,000.00 a year on public relations alone—to tell us how well off we are."—Politician seeking nomination.

Political movements that call for an autocracy of a special viewpoint are doomed to failure as the trend indicates segregation of issues and a recomposed balance of all-time forces. Technocracy failed because it made no allowance for passion, fashion, chance, change, intuition, the mysticism of harmony, and, most important of all, for—"it happens."

5A

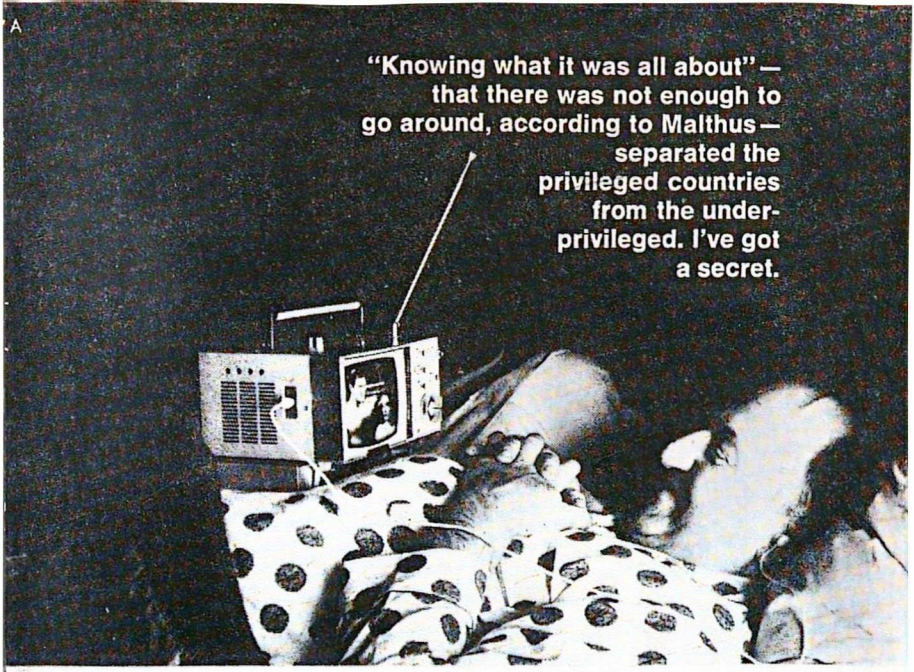
Man?

A self-balancing, 28-jointed adapter-base biped; an electro-chemical reduction-plant, integral with segregated stowages of special energy extracts in storage batteries, for subsequent actuation of thousands of hydraulic and pneumatic pumps, with motors attached; 62,000 miles of capillaries; millions of warning signal, railroad and conveyor systems; crushers and cranes (of which the arms are magnificent 23-jointed affairs with self-surfacing and lubricating systems, and a universally distributed telephone system needing no service for 70 years if well managed); the whole, extraordinarily complex mechanism guided with exquisite precision from a turret in which are located telescopic and microscopic self-registering and recording range finders, a spectroscope, *et cetera,* the turret control being closely allied with an air conditioning intake-and-exhaust, and a main fuel intake.

Within the few cubic inches housing the turret mechanisms, there is room, also, for two sound-wave and sound-direction-finder recording diaphragms, a filing and instant reference system, and an expertly devised analytical laboratory large enough not only to contain minute records of every last and continual event of up to 70 years' experience, or more, but to extend, by computation and abstract fabrication, this experience with relative accuracy into all corners of the observed universe. There is, also, a forecasting and tactical plotting department for the reduction of future possibilities and probabilities to generally successful specific choice.

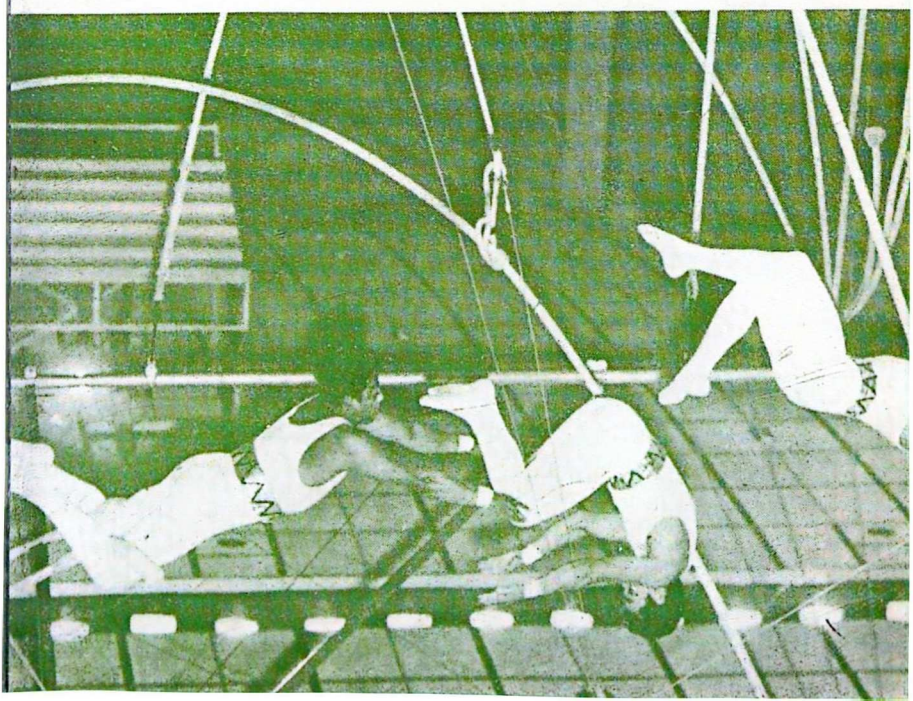
Finally, the whole structure is not only directly and simply mobile on land and in water, but, indirectly and by exquisite precision of complexity, mobile in air, and, even in the intangible, mathematically sensed electrical "world," by means of the extension of the primary integral mechanism to secondary mechanical compositions of its own devising, operable either by a direct mechanical hook-up with the device, or by indirect control through wired or wire-less electrical impulses.

"A man," indeed! Dismissed with the appellation "Mr. Jones"!



LTERNATIVES -- UTOP

AL WAVE OF TRANSFOR



"If these kids don't make it, neither will you."

—Advertising headline

With our present, large vocabulary inheritance, we squander meanings on unworthy causes and communicate little that needs to be said. "Shazam." "Now, off with these clothes." "What goes up must come down."

President Nixon said at his first press conference that he would not submit "a laundry list" of proposals to the North Vietnamese at the Paris peace talks.

If man chooses oblivion, he can go right on leaving his fate to his political leaders. If he chooses Utopia, he must initiate an enormous educational program—immediately, if not sooner.

A problem adequately stated is a problem well on its way to being solved.

IA OR OBLIVION. ALI

IOING THROUGH A TOT

We should stop kidding ourselves. We should let go of things that aren't true. It's always better with the truth. The principal truth: Don't wait for George to do it, because he won't.

"I'm 100 per cent behind him. I think he's a terrific kid. He's loveable. But I'm all mixed up."—Mother of Mark Rudd, 21-year-old chairman of radical Students for a Democratic Society, Columbia University.

"There are still some bugs to be ironed out."

Utopia was impossible when people thought that there was only enough for a minority to live in comfort. But Utopia is, inherently, for all or for none. Because invisible technology can do much more with much less, Utopia is now possible for the first time. Bodily needs must precede metaphysical contentment.

"Make America a better place. Leave the country."

—Peace Corps enlistment poster.

"I have always been very lonely and have had to face many things and make many decisions on my own."
—King Hussein, on eve of his marriage to the typist Toni Avril Gardiner.

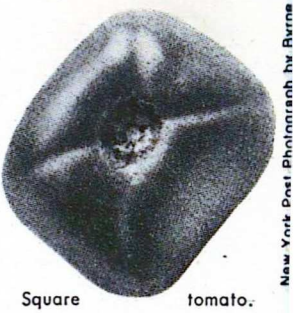
THE FUNDAMENTAL PROB

E, TOTAL MAN MAY BE

"I don't think a ∧ should become Miss America just because she's a Negro."—Miss America, 1969.

"The word is out that none of us have to die after 21 if we don't want to. I can talk like that to the kids, but who's going to tell the parents?"—DONOVAN.

Most of our value systems—for example, the concept of gold as essential to economic control—are lethal and obsolete. These inheritances have been retained jealously by communists and capitalists alike, who maintain control by promulgating them as natural and fundamental laws. How many millions have been slaughtered for gold found on their lands?



Square tomato.

New York Post Photograph by Byrne

A master tool maker in India should be paid the same wage as a master tool maker in Detroit.

"Let them eat cake."
—MARIE ANTOINETTE.

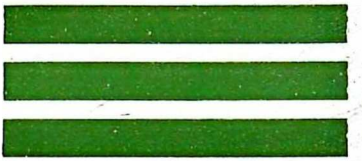
"I sometimes feel as though I'm playing center field with 10 people hitting fly balls to me all at once."—*Robert W. Haack, 10 months after taking over the presidency of the New York Stock Exchange.*

LEMS ARE WORLD PROBL

WASTEFUL, OBSOLET

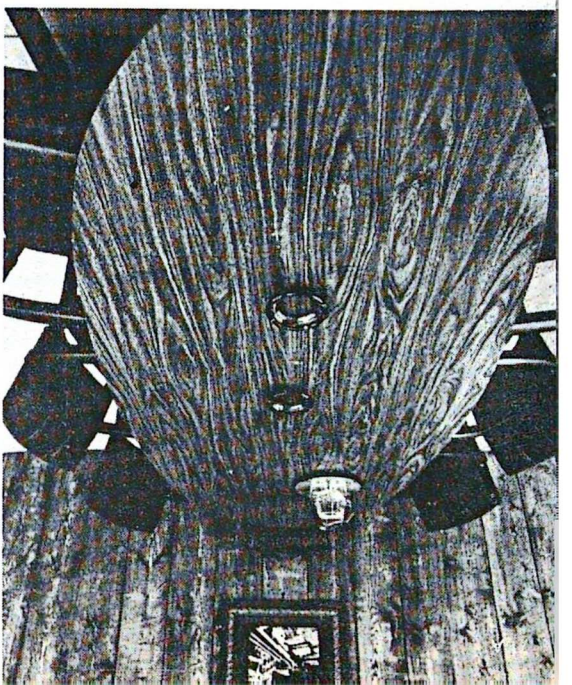
"Do you have a bag I can put his estate in?"

When people discard the notion that ownership is important, they will not be burdened with possessions. The less we own, the greater our mobility. Possession of most things will seem as illogical as owning a telephone.



GRESSIVELY BURDENSOM

EMS. MAN KNOWS SO MU



"If we didn't have a foreign policy, we wouldn't even have small wars."

"That which is past and gone is irrevocable. Wise men have enough to do with the present and things to come."—
Francis Bacon.

"Any kind of recreation or hobby helps, because it keeps your mind busy. Hard work of any kind diminishes sex interest, and hard physical work can make you forget about it entirely. You will notice this at time when your training is most intensive."
—*Army Life, U.S. Government Printing Office, 1944.*

• •

It will be cheaper to capture and re-use the chemicals being spewed from industrial smoke stacks than it will be to redress the abuses of air pollution.

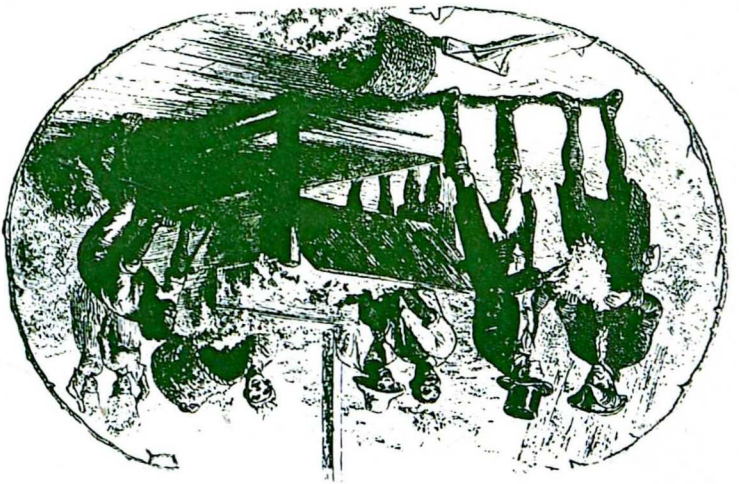
Man wears blinders. He rarely sees beyond his feed bag.

• •

"One could only conclude that the management of your intelligence assets is in a state of complete disarray."—*Representative James L. Whitten to Defense Intelligence Agency officials who had reported that spies were collecting information so fast that the chiefs did not have time to read it.*

CH DOES SO LITTLE. C

SION IS BECOMING PRO



Abraham Lincoln's concept of "Right Triumphing Over Might" was realized when Einstein as metaphysical intellect wrote the equal of physical universe, $E=MC^2$, and thus comprehended it.

EPHEMERALIZATION

The process of doing more with less.

Ephemeralization: One Telstar—weighing only 500 pounds—outperforming 75,000 tons of transocean copper cable.

Ephemeralization has flourished in different systems, for it is independent of political ideology.

Automation, initiated by the mass production of electronics, has generated an awareness of the significance of ephemeralization.

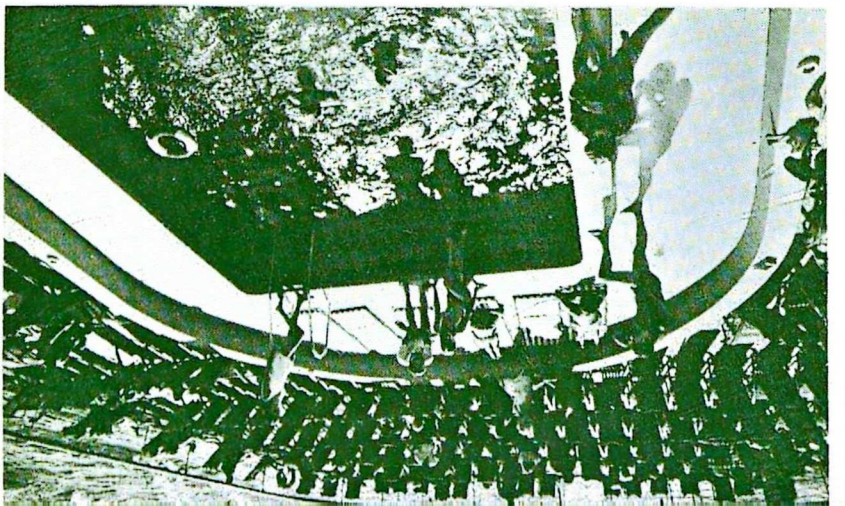
"History is ***bunk***." —HENRY FORD.

"We've looked so long at rigid lines of print—people are more willing now to accept the illogical." —MERCE CUNNINGHAM.

REATEST FACT OF CENT

EEN REALIZED. POSSES

There are two kinds of inventions—those that increase mobility (little red wagons, blimps, canoes) and those that inhibit mobility (straightjackets, handcuffs, stone walls). It's far easier to invent means of mobility—up to 186,000 miles per second—than it is to invent limits on mobility.



"A journey of a thousand miles must begin with a single step."—CHINESE PROVERB.

The Far East has always been oriented to doing more with less: Fans, lanterns, lightweight weaving tools, sailing rigs. The Chinese also developed mathematics.

URY: WE CAN MAKE LIF

WILL PROBABLY HAVE B

Humans
may live some day
in sky ships and sea
ships, as they now vacation
in cruise ships. As people pull
up their roots, traveling from
"summer" to "winter" in hours, the
old concept of man as a static, temperate,
or tropic, dweller will change. He will become
a man for all seasons.

By devoting a larger share of their industrial budgets for the general welfare, the "have"s could share their technology with the "have not"s. The world's oppressive problems—war, overpopulation, hunger, disease—can be solved.

A car is stolen in the U.S. on the average of one a minute.

Geodesic spheres larger than half-a-mile in diameter can be floated in the air, like clouds. Draped with polyethylene curtains—to retard night-time air intake—the spheres would be light enough to remain aloft, at preferred altitudes.

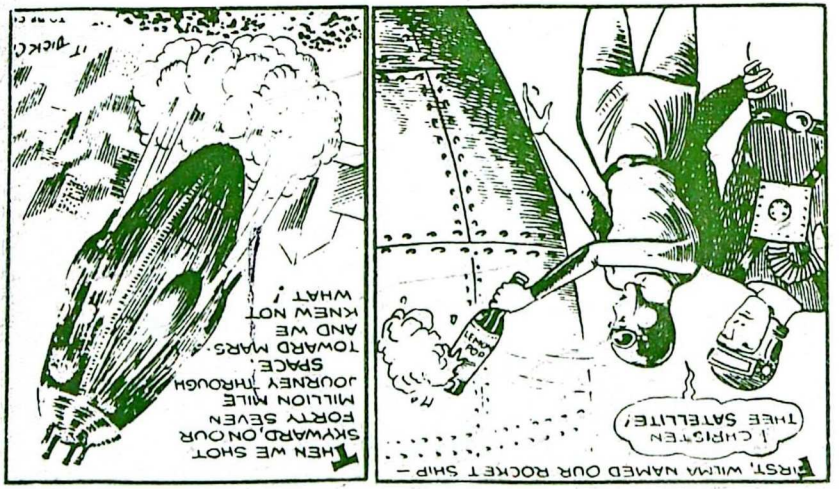
"Cloud nines" one mile in diameter could house thousands of people, whose weight would be negligible. Passengers could pass from "cloud" to "cloud," or from "cloud" to ground, as the "clouds" float around the Earth or are anchored to mountain tops. The "clouds" could become food factories by impounding sunlight.

ON EARTH GENERAL S

E BY SCIENCE FICTIO

© (R) NATL News Syndicate

WILMA'S LITTLE SISTER, AND ILLANA THE GOLDEN PRINCESS FROM THE HANDS OF THE SINISTER TIGER MEN WHO DOMINATED THAT PLANET."



The proper channeling of natural energy—the tides, the sun, the wind—would be the proper channeling of natural energy.

"I did it to attract women."—David Merrick explaining to Dick Schaap why he had written a put-on magazine article announcing his entry into film-making.

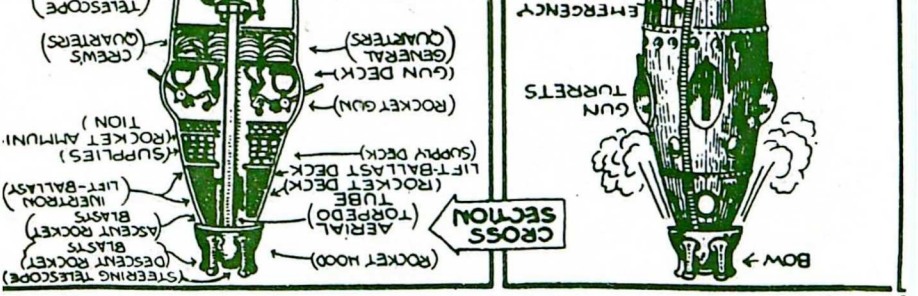
When man learned to do more with less, it was his lever to industrial success.

"It must be sad to be an Elizabeth Taylor, who hasn't been to a supermarket for ten years."
—JOANNE, JOANNE WOODWARD.

UCCESS FOR ALL PEOPL

ASONABLY · THINK-UPABL

(Cont.) "WE WERE ABOUT TO LAUNCH THE MOST DARING EXPEDITION EVER ATTEMPTED BY MAN—A TRIP TO MARS—TO RESCUE SALLY,



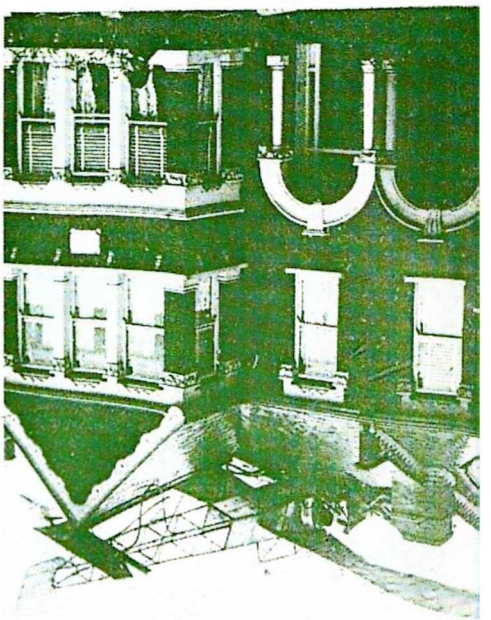
"In this era of complexity, great enterprises are designed and carried forward by the kind of man who has a vision of what might be *and* a practical strategy for getting there, a man with an idea in his head and a monkey wrench in his hand." —*John W. Gardner.*

Man's preoccupation with irrelevancies has conditioned him to believe that security is having more with more—fortress, cathedral, mansion. "Secure as the Rock of Gibraltar." Man in fear built his castle with thicker and thicker walls. *Bon moat.*

The Maginot Line was history's greatest fortress; it was overrun by the Nazis in two days.

. WORLD'S PRIME VIT

IO YEARS ANYTHING RI



A solution to transportation problems in the cosmos: Since all chemical elements are frequencies, humans could be broadcast by radio. You could travel at 680-million miles per hour by broadcast instead of at 20,000 MPH by rocketship.

In the "old" days, pilots always returned to earth for dinner. But astronauts can't. Because they will be away longer than they can be nourished by sandwiches and a thermos, science must more thoroughly understand man's life processes. Guess who's not coming to dinner.

We are not aware that the Earth is spinning at 60,000 miles per hour because our motion-sensitivity spectrum is limited. We do not see even small motions well. We do not see the hands of the clock move, a child grow, a propeller turn.

"To be or not to be—okay, but what do I *do with it?"*

"Problems worthy of attack prove their worth by hitting back." *–Piet Hein.*

Real wealth is indestructible and without practical limit. It can be neither created nor lost—and it leaves one system only to join another—the Law of Conservation of Energy. Real wealth is not gold. Real wealth is knowing what to do with energy.

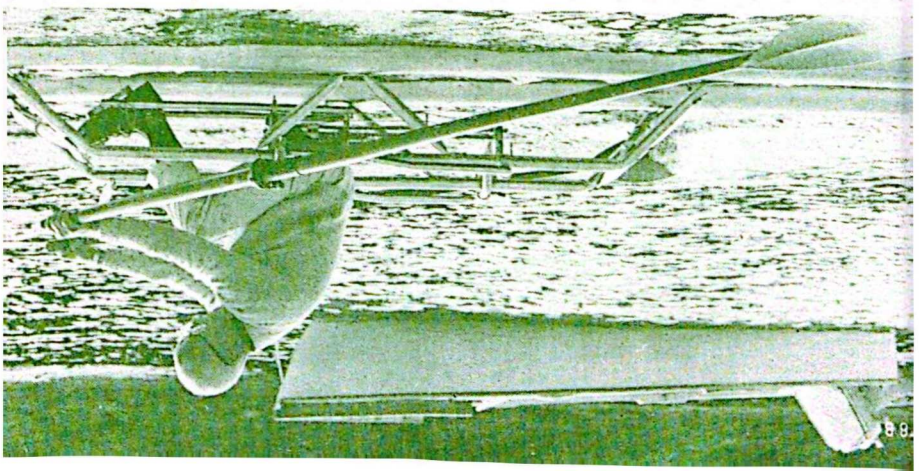
Man's intellect has the ability to tap the cosmic resources of energy and make them work for him.

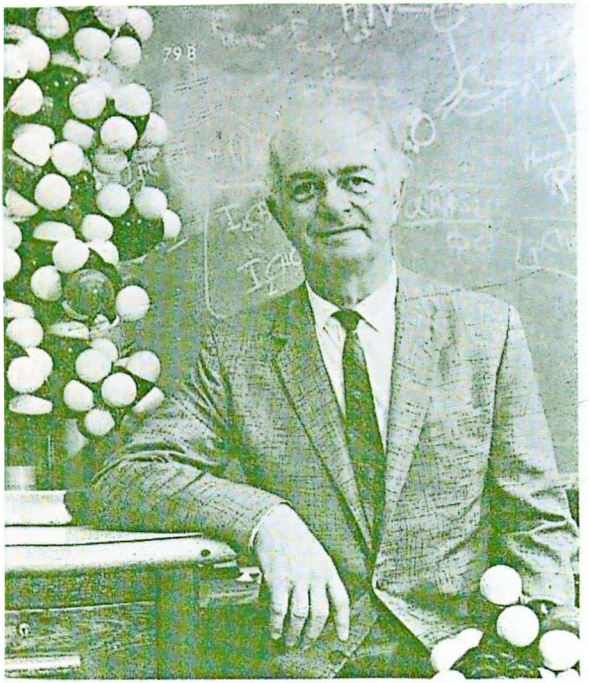
AL PROBLEM: HOW TO T

ND OUTDOORS. WITHIN

"The only peaceful sign in Los Angeles is Forest Lawn."
–Visitor to the Coast.

"Getting to the moon" camouflages the real goal of the space program: Construction of space stations from which the military could rule the universe.





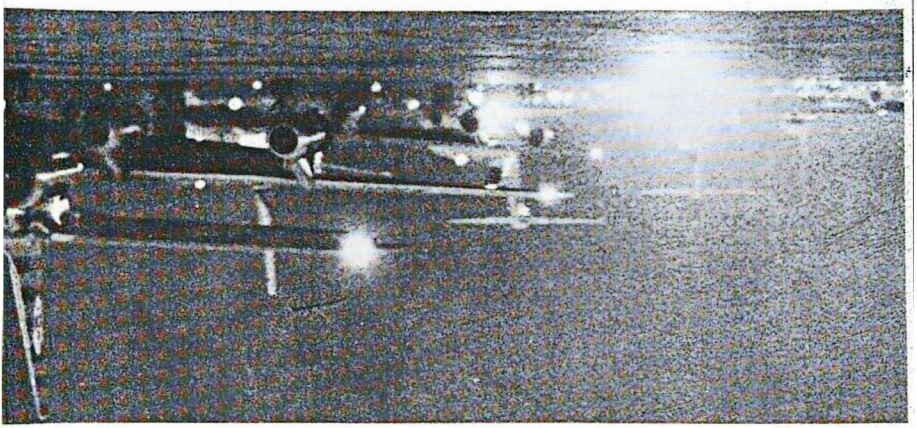
"No more fiction for us; we calculate; but that we may calculate, we had to make fiction first."

—NIETZSCHE.

USE IS IN THE HOME

IPLE SWIFTLY SAFELY

"Urban America appears to be running short of an invisible, little recognized, but very real natural resource that sustains one of the most revolutionary features of 20th-century life. The resource is the vast spectrum of aerial highways along which electro——



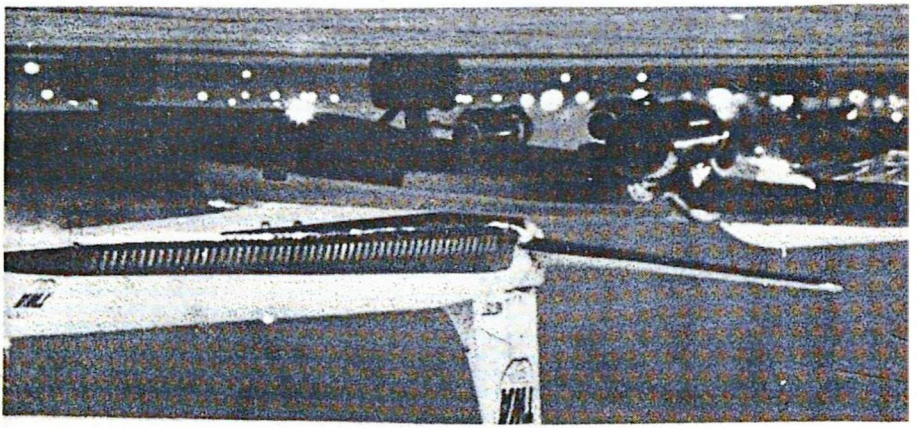
Scientists were jealous that
Linus Pauling could
play like a boy and
discover *α*-helix. Instead of
complicated mathematical reasoning,
Pauling used as his
working tool a set of
molecular models superficially
resembling the toys of
preschool children and relied
on the simple laws of
structural chemistry.

SONS. REAL SCHOOLHO

SATISFYINGLY OVERAL

magnetic waves of various frequencies travel through the air. If the spectrum suddenly vanished, the nation's electronic communications system—radio, television, long-distance telephone—would collapse."

—News item, *The New York Times*.



Fossil fuel and atomic fuel "savings accounts" are being squandered and we are not investing in the harnessing of our natural energies, such as the tides. The "bankers" should take into account what will happen when the resources are spent. They should take immediate stock of their assets and open a new branch.

"The amazing thing is that no one has gone to work on eliminating these problems. It was widely assumed that it could not be done."

"It takes imagination, ability, and capability to make a good officer."—*Fred Ferguson, Police Chief, Covina, Calif., whose "empathy" part of the department's training program has policemen booked in jails as suspects, walk picket lines, live on skid row.*

ERFORMANCE REALIZAT

OSELY-PACKED DESK P

"The widely prevalent concept of what constitutes news is a narrow, destructive concept—a sick concept, destructive to society as a whole. The news format in all our media is, in general, inimical or opposed to the development of human potential."—Dr. Herbert A. Otto, research director, Stone Foundation, citing news format's pervasive effect on people's feelings about themselves and the world.

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work

"My research can hardly be described as —it is a great pleasure and just as great a joy."—Lev Landau, Nobel Prize-winning Soviet physicist a few days before his death.

Because wealth is energy, people everywhere will be rich in power when integrated world-wide industrial networks are established.

A world-wide electrical energy network linking the day and night hemispheres would result in staggering economic gains. As Vladivostok sleeps, Con Edisonovitch's current would be channeled to California.

Industry works best as a world system. Newly emerging nations must realize that their independence depends on their participation in world industrialization.

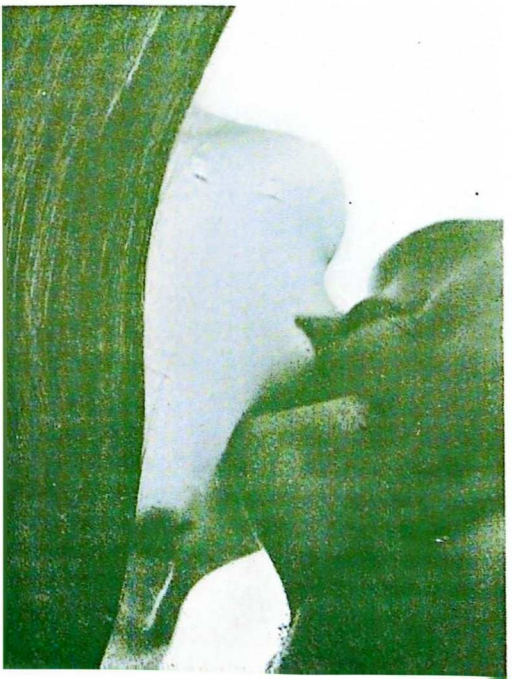
IONS PER POUNDS KIL

S SCHOOLROOM AND CL

When the National Science Foundation asked the "breakthrough" scientists what they felt was the most favorable factor in their education, the answer was almost uniformly, "intimate association with a great, inspiring teacher."

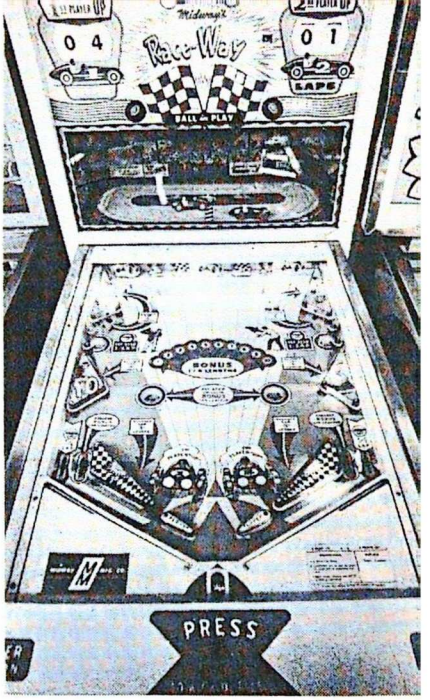
LIFE just isn't apple pie and Mother's Day seven days a week, and if you're going to write something that isn't going to be thrown out with the coffee grounds, you have to tell it like it is."

—Rex Reed, a Dr. Pepper-head.



"Three-act plays are obsolete. What do any of these old forms mean to these kids?"

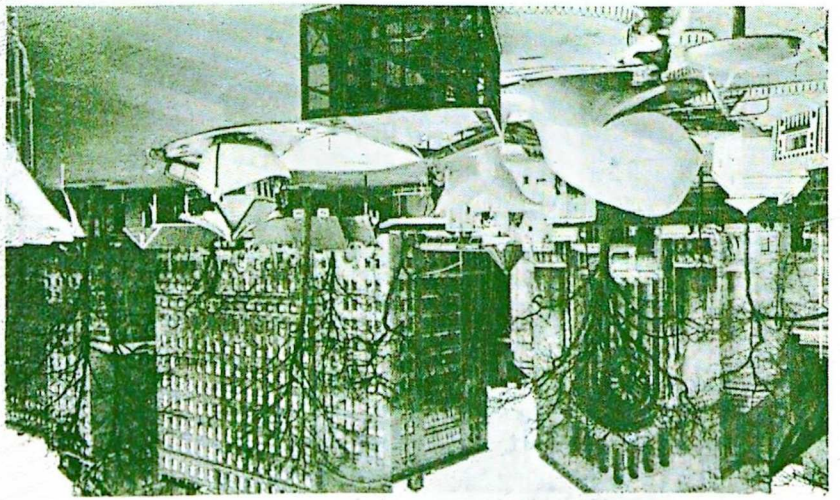
55-Nitinol, a nickel-titanium alloy, can be fashioned into a complex shape at a high temperature, then cooled and crushed beyond recognition. But it magically regains its original shape when it is reheated, "remembering" every curve and angle. A radiotelescope as large as a mile in diameter could be compactly packaged on the ground and sent into space to unfold when solar-heated.



ATTS MANHOURS OF WO

VIRONMENT FOR STUD

"I was hung out of a third-floor window by my ankles and whipped ten times in front of every class because I couldn't learn to read."
—*Massachusetts student.*



"Is it a fact—or have I dreamt it—that by means of electricity the world of matter has become a great nerve, vibrating thousands of miles in a breathless point of time?"

Resources once deterMINED the nature and structure of communities, but electric energy is no respecter of geography. It is everywhere, waiting to be plugged in.

Success or failure is now everyone's responsibility.

"If you give them a book, they pull the shade down."—Teacher of problem students, advocating an art program for potential dropouts and special seminars for gifted children.

RLD'S COMPREHENSIVE

LEAST FAVORABLE EN

Reality

is bad enough.
Why should I tell the truth."
—Patrick Sky, song writer, singer, truth teller.

"We still occasionally stop shooting and get high on pot. But that doesn't happen much any more—we prefer making movies."—*Ghetto youth exemplifying enthusiasm of his colleagues.*

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

World War II babies spent their childhoods with their "G.I." students at universities. Their parents' attempts to learn more—to speak well—to use their heads instead of their muscles to win their livelihood—were a lively influence on their intellectual development. "This is the best generation we've ever had."

We are frustrated by having to use outdated organizations and techniques. We are prisoners of our metaphors, metaphorically speaking.

"When mankind had nothing better to do, it fashioned sundials. A later civilization, desiring to be bored by night as well as by day, devised clocks."

"I have everything now I had 20 years ago—except it's all lower."—
GYPSY ROSE LEE.

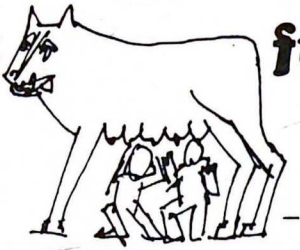
Egyptians To Air Anti-love Songs To Help in Population Planning

RESOURCES, RENDERING

M TAB OF THE FUTURE

There are heroes in the seaweed,
There are children in the morning,
They are learning out for love,
They will lean that way forever.

© 1966 PROJECT SEVEN MUSIC

"It's not  **funny.**

YOU sleep on the floor and feed your children with 33¢ a meal and see if it's funny."

– Welfare recipient.

"My God. Do you realize these are all products of the American public school system?"

There is only one revolution tolerable to all men, all societies, all political systems: Revolution by design and invention.

Every nation welcomed the transistor.

Every nation will welcome desalinization.

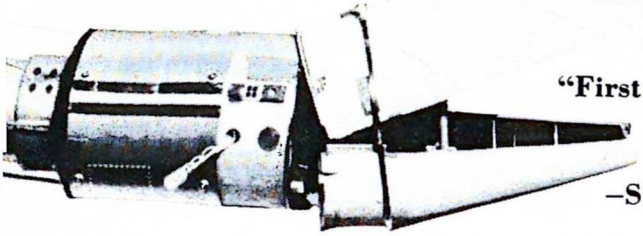
All the world, properly informed of the significance of the design and invention revolution, would welcome it.

Science, not politics, centralizes society. The telegraph wire communized the world.

THOSE RESOURCES CAPA

RTUNITY. CHILD IS TH

Several youngsters, including a boy of age five who signed his application with a cross, have been granted patents by the U.S. Patent Office in recent years.



"First **MY** people, then and only then, me and you."
—STOKELY CARMICHAEL.

More Americans are traveling abroad today than there were people in the United States when it was founded.

Kahn and Wiener on fusion in the book *The Year 2000:* "We do not believe it a foregone conclusion that controlled sustained fusion will be in commercial use by the year 2000, but the odds that it will are often judged about even." FLASH, Jan. 16, 1970: "Scientists at Cornell Aeronautical Laboratory have been granted a patent for a method of producing power by controlled nuclear fusion. Their aim: Peaceful application of the force of the hydrogen bomb. Laser beams will apply intense heat to a hydrogen fuel such as deuterium, causing the nuclei to join, or coalesce, and releasing energy. It has been estimated that there is enough deuterium on Earth to provide a source of energy for some 20,000,000,000 years."

BLE OF SUPPORTING OI

GGEST" SCHOOL" OPPO

Compressional structures, such as Greek columns, masts, and trees, are limited in length in respect to their cross-sectional diameters. Greek stone columns are limited to heights which are only 18 times their diameters. Tension relations are unlimited in length to cross-section. The moon-Earth tension has zero section. Tension is the great integrity: Tensegrity.

Young people are often targets for exploitation by politicians. They are easily seduced by biased jargon on "how the world turns."

"Man is constantly interacting within his many environments and at many levels of organization—from the subcellular and biochemical to the most external or peripheral, that of family, work and now even his universe. We postulate that when a person gives up psychologically, he is disrupting the continuity of his relatedness to himself and his many environments or levels of organization and ... disease is more apt to appear at such times of disruptions and increased vulnerability."—*Physicians, Rochester Medical Center, exploring the relationship between psychological setting and the onset of physical disease.*

E HUNDRED PER CENT O

D. AGES 0 TO 4 ARE F

Tomorrow's manufacturers will be the universities, turning out documentary film and data rather than turning out students.

Lavishing vast and increasing amounts of time, energy, and money, we assiduously prepare our students for a world that no longer exists. We have created an educational system that in truth interrupts the student's education.

Formerly, education's task was simple: Decide what society needs, then knead the fill. The effect of this pigeonhole training was to control the process of personal growth, rather than to encourage exploration. Perceptions were standardized. Specialization and standardization in the curriculum produced close resemblance, creating hot competition between individuals. A student could only differentiate himself from his fellow specialists by doing the same thing better—and faster. This competition became the chief motive force in mass education, as it was in the whole of society. Is "making the grades" what it's all about?

We should be able to afford to send everyone back to school, or to send them fishing, if that is where they wish to go. A great many people bent on learning, on finding out something new, should greatly increase the common wealth. Those hooked on fishing may inadvertently make a great contribution by just taking it easy. They may even discover a better way to fish.

An amateur British astronomer who spent 800 hours over six years scanning the sky with binoculars from a deck chair in his back garden discovered a new exploding star in the constellation Delphinus. The star was named Nova Alcock for the discoverer, George Alcock, a school teacher.

"Mass media do more to keep Americans stupid than even the whole U.S. school system, that vast industry which cranks out trained consumers and technician-pawns for the benefit of other vast industries."

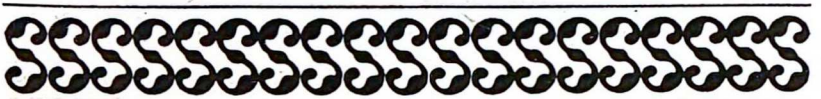
—Frank Zappa, Mother of Invention.

IRES GET DISCONNECTE

F HUMANITY'S INCREAS

All animals, except man, adapt according to their environment. Man changes his environment, making it adapt to him.

We should look on our society as we look on the biological world, where the fungi, the manures, and the worms make an extraordinary contribution to the chemical reprocessing and upgrading of the earth. We tend to applaud the football player who makes the touchdown and overlook the lineman who does the heavy blocking. We should not applaud only the flower, the fruit, and the ball carrier.

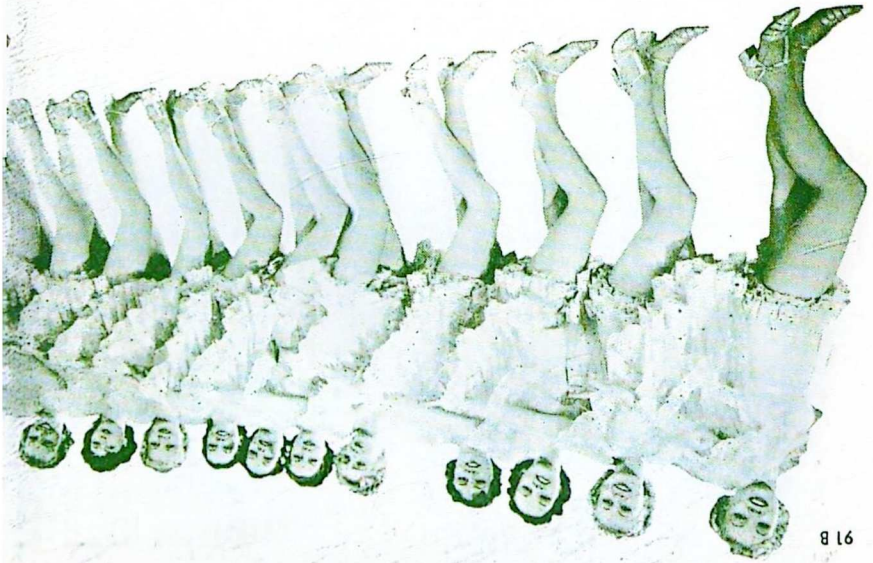


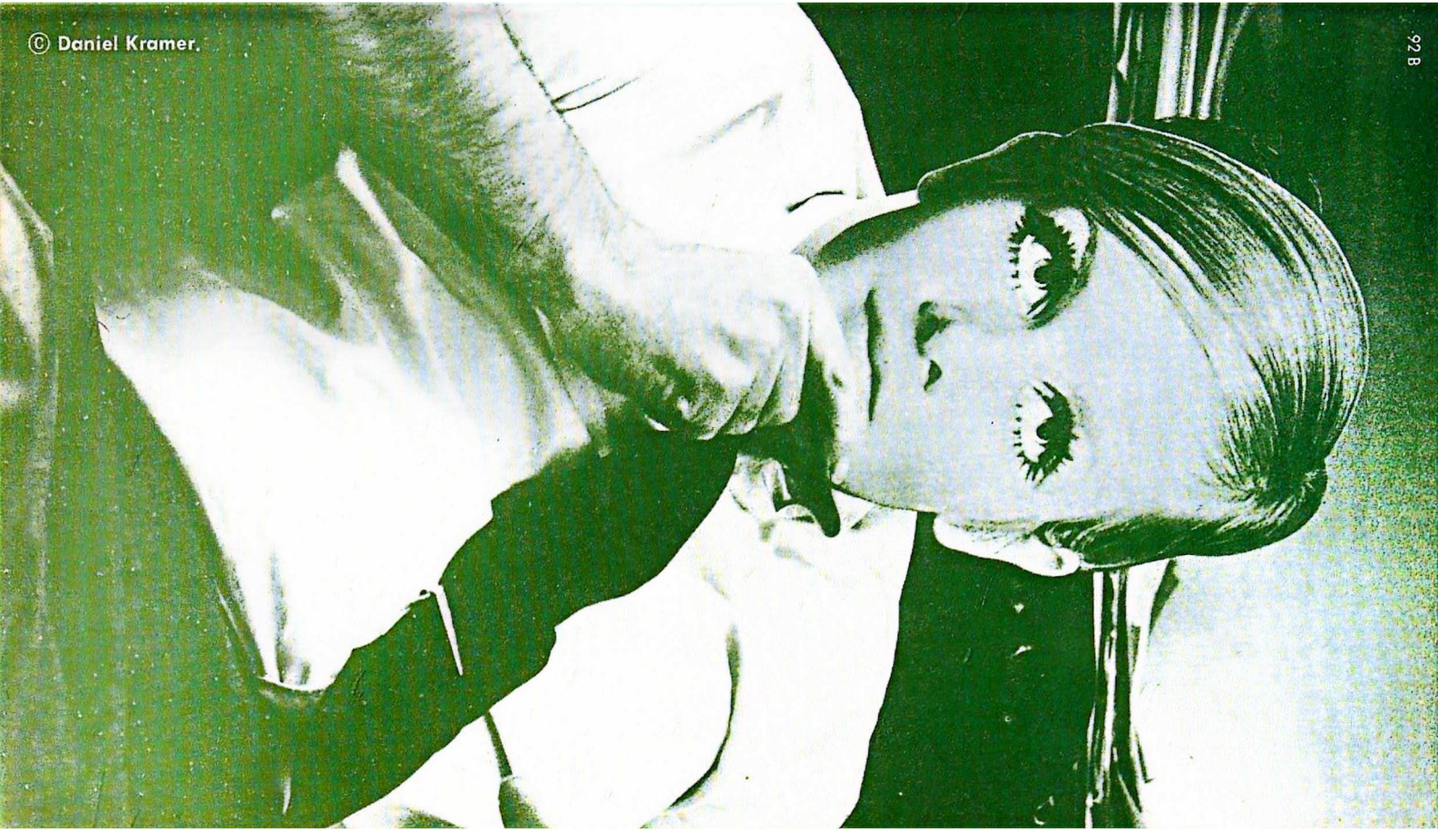
"The main purpose of dining out in Washington is to talk, not eat."—STEWART ALSOP.

NG POPULATION AT EV

NTIALITY, BUT MANY

"He's in his 50's, and he doesn't realize what it's like now."




© Daniel Kramer.
92 B

"*Anybody willing to put in 100 hours a week, seven days a week, has it made.*" —Manhattan restaurant owner.

Evolution of the environment shapes the evolution of humanity. We shape our tools and, thereafter, our tools 'ape us.

R HIGHER STANDARDS

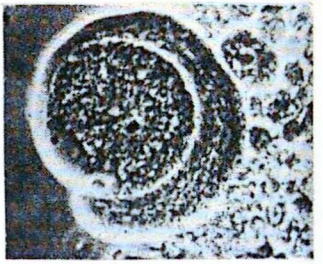
BEING HAS GREAT POT

Aunt Margaret and Uncle Henry took their school days with some seriousness because they knew that what was going on in the schoolroom was related to what was going on outside. This relation is no longer possible in our electric environment which makes the "outside" information level far higher—and far more exciting—than the information level of the present schoolroom. The present educational establishment, with its factory-like setups, seems bizarre to many young people because they are growing up in a world where all data and events appear integrally related.

OH, GOD! *When did you say it happened?*
Where? *Hiroshima?*
But that's **GHASTLY.**
A hundred thousand dead?
It's **FRIGHTFUL.** *Men are* **MAD**
—Tweicky.

Havenotness is caused by society's failure to design and produce the right tools and goods. Money alone is not the panacea.

"I know that publishers don't usually care much whether people read their books just so long as they buy them, but the people who denounce our literary products don't even buy them." —Associate Justice ABE FORTAS.

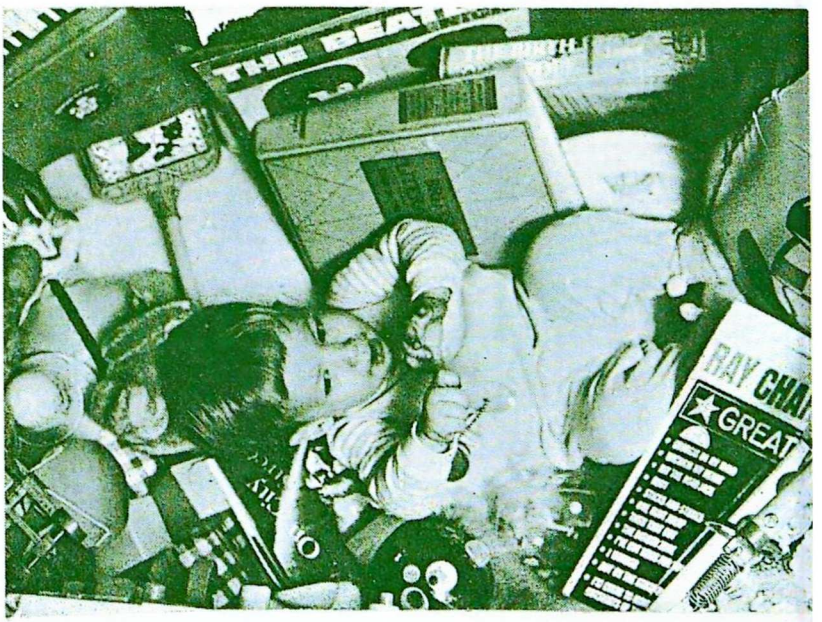


Abnormal behavior of a living human lung cancer cell is demonstrated for the first time.

"The factors of safety are based upon uncertainties in the stress distribution, uncertainties in material properties, as well as the static or moving nature of the load."—Arthur Garson, chairman, Lovable Co., announcing national contest to apply complex engineering principles of stress and load to improve brassiere design.

OF LIVING THAN ANY

IRCUMSTANCES. HUMAN



"Now that I'm here, where am I?"—*Janis Joplin, day after making it big in N.Y.C.*

MAN MINORITY SINGLE

BY EARLY POST-NATA

"We're dealing in a new day and it's a real beautiful day. It's far more beautiful than the generation I used to live in."
—FLOYD B. MCKISSICK.

If man can't make a success of life on earth, he also may be unable to make himself a success anywhere else in the universe.

It is possible to concur with the 5000-year-old philosophy of the Bhagavad-Gita, which says: "Action is a product of the qualities inherent in nature."

"What pulls me out of the anguish caused by unconditional freedom is that I have always had the faculty of concentrating on the concrete things that are in question here and now."—IGOR STRAVINSKY.

INDIVIDUAL HAS KNOWN

CENT ARE DEGENIUSED

—BRITISH ASTRONOMER.

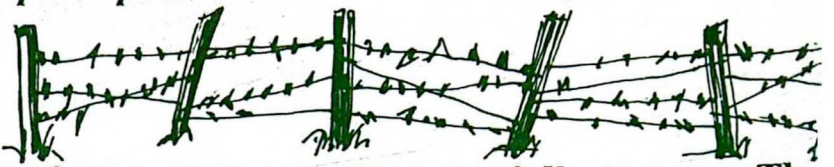
"Sometimes I think we're alone, and sometimes I think we're not. In either case, the idea is quite staggering."

$70,000 will get you an oil well drilled or a one-minute commercial during a network telecast of a professional football game.

"The world is not only queerer than anyone has imagined, but queerer than anyone can imagine." —J. B. S. HALDANE.

By the time a child is 4 years old, he is using 50 per cent of his I.Q. By age 13, he is using 92 per cent. Educational funds should be applied during the formative years, rather than as they are now.

"Is it on?"—*Three-year-old boy holding ball-point pen.*

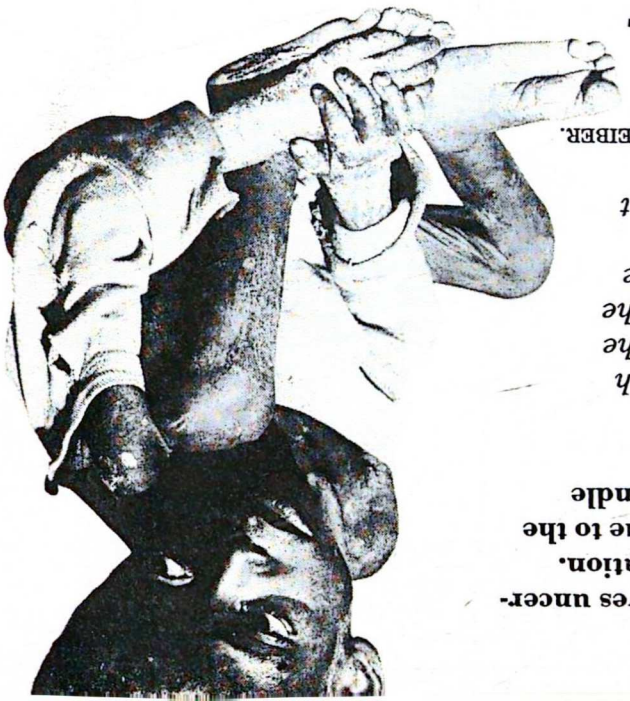


'Everybody knows I'm not a folk singer.... The word 'PROTEST,' I think, was made up for people undergoing surgery.... Colleges are like old-age homes; except for the fact that more people die in colleges than in old-age homes, there's really no difference.... You can't take everything you don't like as a personal insult.'"

—Bob Dylan, recorded by Nat Hentoff for Playboy interview.

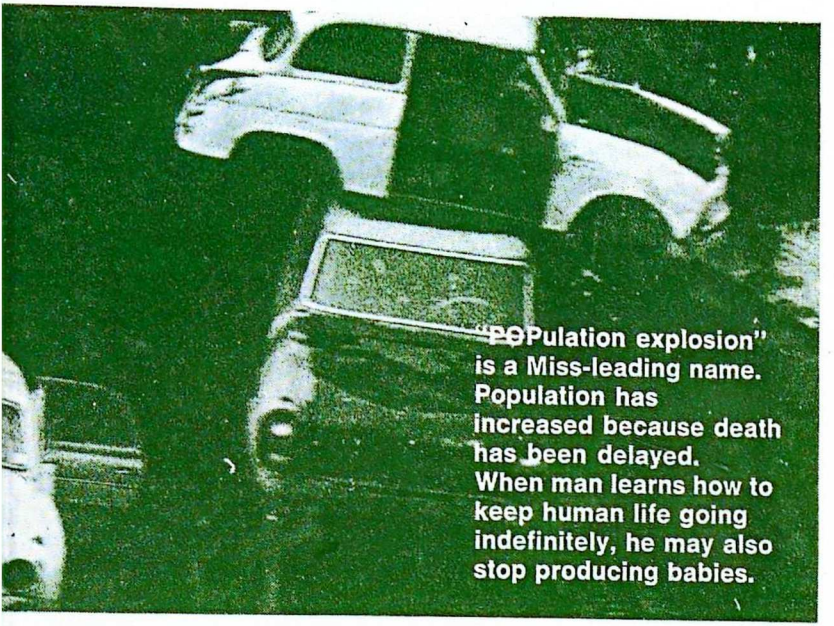
US: NINETY-NINE PE

R DREAMED OF. WAR O



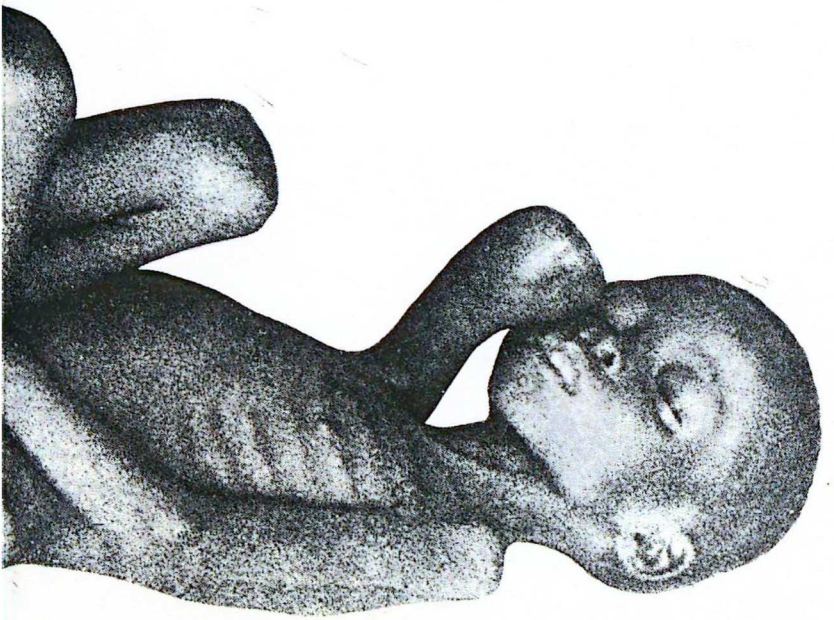
"I am in love with
our era. This is the
first time when the
supremacy of the
intellect is total.
Nothing can beat
brain power."
—J. Servan-Schreiber.

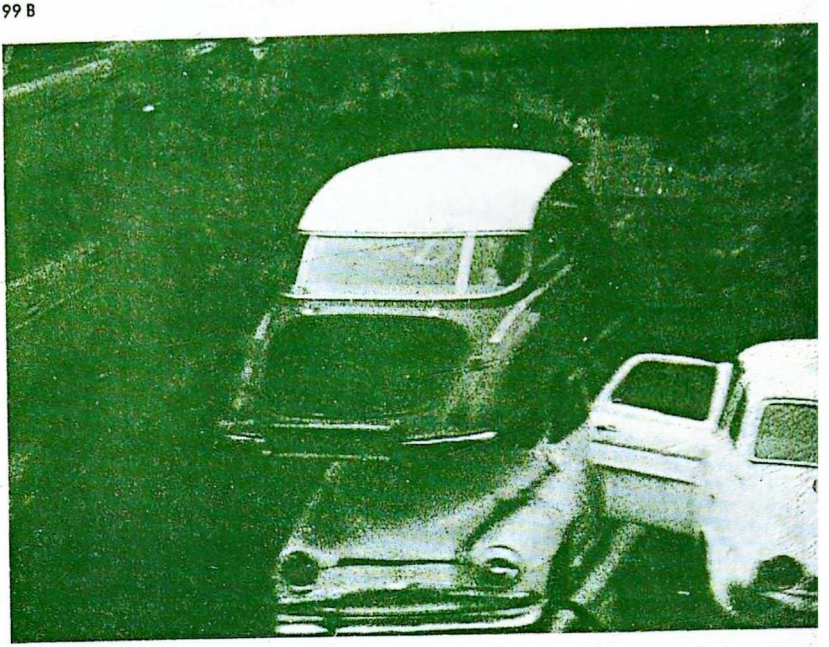
Whatever resolves uncer-
tainty is information.
Power will accrue to the
man who can handle
information.



CHILD IS BORN A GENI

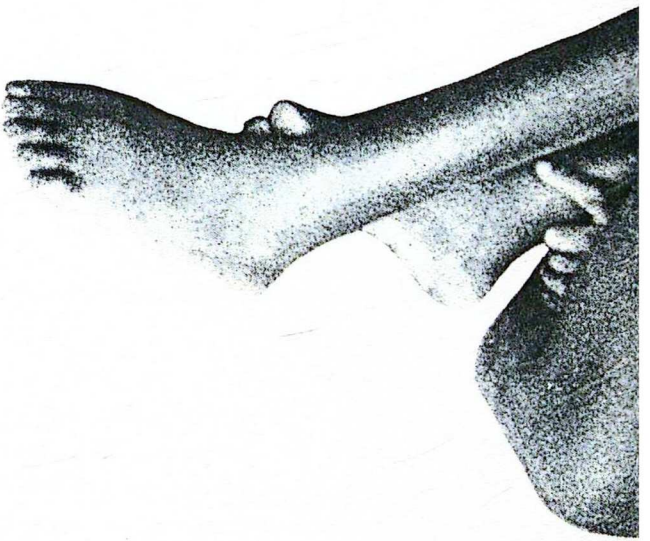
VER POPULATION HUNGI





LABORATORIES. EVER

DISEASE WOULD CEAS



"The most favorable moment to seize a man and influence him is when he is alone in the mass; it is at this point that propaganda can be most effective. This is the situation of the 'lonely crowd,' or of isolation in the mass, which is a natural product of modern-day society and which is both used and deepened by the mass media."

—JACQUES ELLUL.

"I now know all the people worth knowing in America and I find no intellect comparable to my own."—*Margaret Fuller, at the table of Ralph Waldo Emerson, approximately 1840.*

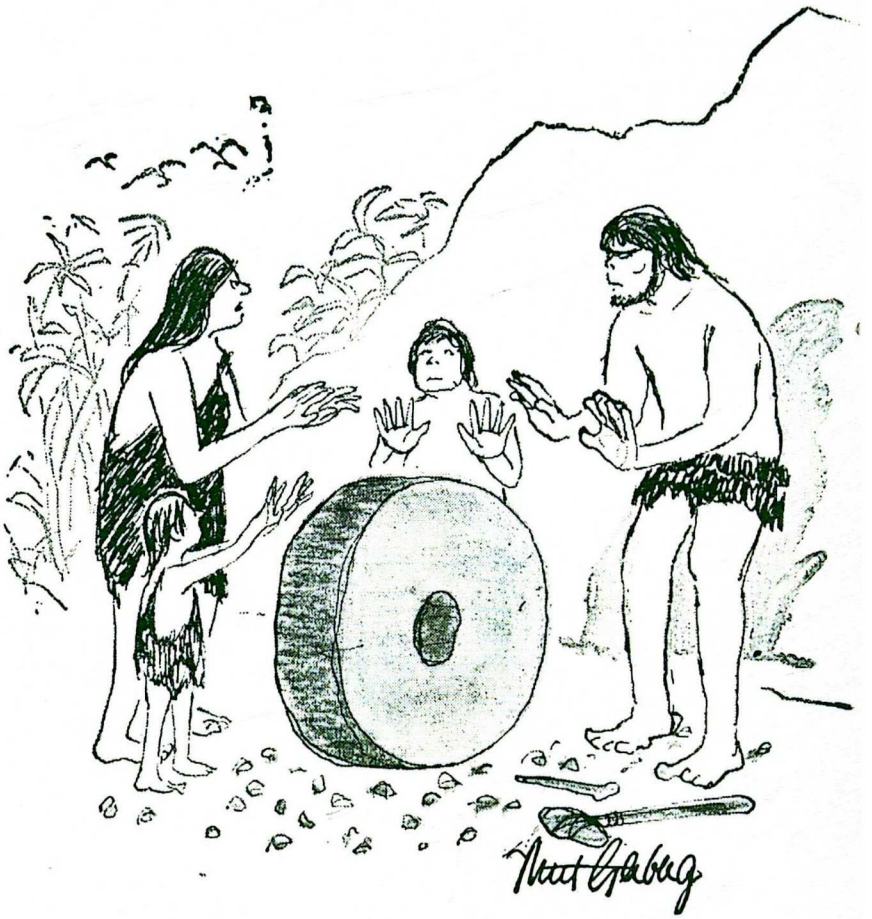
"To make happy the people—is that disorderly conduct?" —Mandolin minstrel arrested in Manhattan by police for "causing crowds to collect and blocking pedestrian traffic" in small park.

E TO EXIST IF "HAVE'

S "THEY LAY IN THE

Momentary desire has resulted in the conception of 99 per cent of all babies. Humanity is worth more thought.

100 B



"Are you sure this is fire?"

Businessmen are biased. They think only of their local involvement. They do not think, for example, of the pollution that they introduce into the air.

"You've got to understand when these things are underground, that's one thing. But the minute they go overground, the minute it looks like money, everyone wants in."

—Frank Zappa, Mother of Invention.

S DEVOTED LARGER SHA

L DISPOSITION OF" EG

"I call it fire."

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"You sadist. You want people to think."
—*e. e. cummings to Ezra Pound.*

"The American young are usually ignorant of political history. The generation gap, their alienation from tradition, is so profound that they cannot remember the correct name for what they in fact do."
—Paul Goodman.

The right television programs for both children and parents could up the national I.Q. by a large percentage. Why not "I Love Thucydides," "Meet the Press" with an actor playing Christopher Columbus just back from his third visit to the New World, "William Shakespeare's London," and a national series inviting everyone with an idea on, let's say, solving classroom curricula phoning in his idea during the telecast. J. Robert Oppenheimer: "We need every good idea we can get."

Fumez

THE PARIS CITY COUNCIL REJECTED A FRENCH CAR COMPANY'S APPLICATION TO PUT A GIANT ADVERTISING BILLBOARD ON THE EIFFEL TOWER.

"I don't believe in boring people. When you're too old to go on, your best friends won't tell you, and there's nothing worse than an elder statesman of science." —I. I. RABI.

ING PRO-VS-ANTI SOCIA

RE OF THEIR INDUSTRI

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Because each department head must make a higher "profit" each year, industry is inherently shortsighted.

HELLO

I love you.

Won't you tell me your name?

HELLO

I love you.

Let me jump in your game.

—THE DOORS.

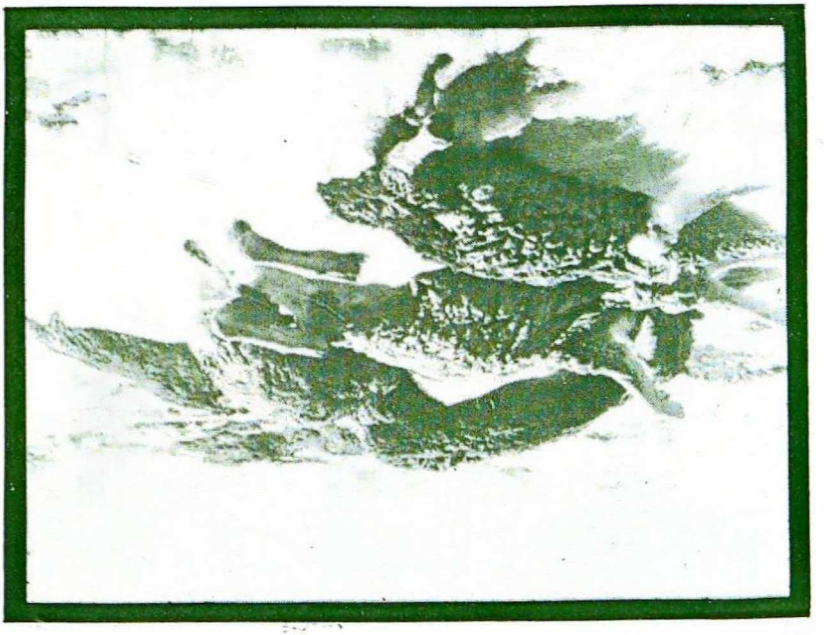
"I know what the average American wants. In fact, I'd like to get a little of it myself."—PAT PAULSEN, mock presidential candidate.

"When I hit it big, I'm going to buy myself a Ford V-8."—*Blind newsstand dealer.*

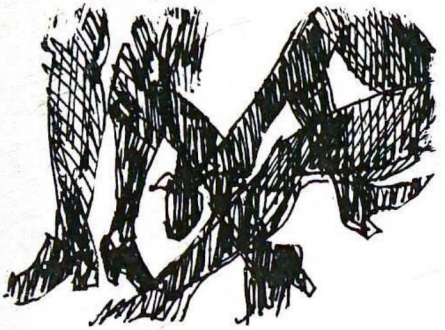
Pirates gained superiority when they learned that one ship could carry more things than could a mule's back—that it could go anywhere in the world—that it could even take the country out of Salem.

AL BUDGET TO WORLD L

IRRESPONSIBLE REGARD



Louis Pasteur's view that disease germs were subvisual was not looked upon with favor by the medical profession. "After all, Pasteur's just a chemist."



Demise of Pirate Power left the subservient local rulers bereft of their puppeteers. Pirates of the high seize passed on their secrets—on the ways of the world—to "captains of industry," the new pirates.

The shape of women's legs is being studied by Aston University in Birmingham, England. It is hoped that the study will learn, for instance, whether upper-class women have shapelier legs than their working-class sisters.—"*Legs have been a neglected area of research,*" said an investigator, in dead earnest.

"Railroads are a great prop. You can do some awful wild things with them."—BUSTER KEATON.

I VINGRY. MALTHUS IS

IENTISTS ARE UTTERLY

Scientists are the most confused and irresponsible people. They are all egg-laying hens sitting on their technology nests in glass and tile henhouses. The eggs they lay are taken out from under them and all they do is crow and cackle about the lack of wisdom in their use.

Businessmen sell the eggs to politicians, who scramble or fry them as we hurtle toward oblivion.

Most scientists do not welcome discovery—they only welcome new proofs of what they already know.

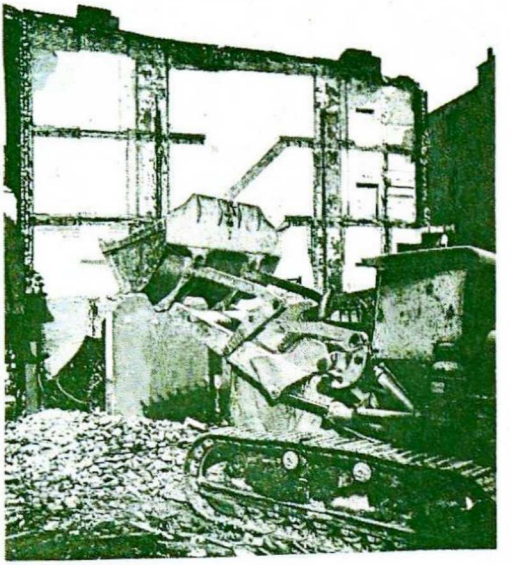
Discovery is unrepeatable. All scientists instinctively understand that discoveries are fatal to the backlog of their knowledge.

PRAVDA: "Waste, confusion and damage to industrial production resulted when the Soviet Union—in excessive haste—gave workers a two-day weekend."

106 B

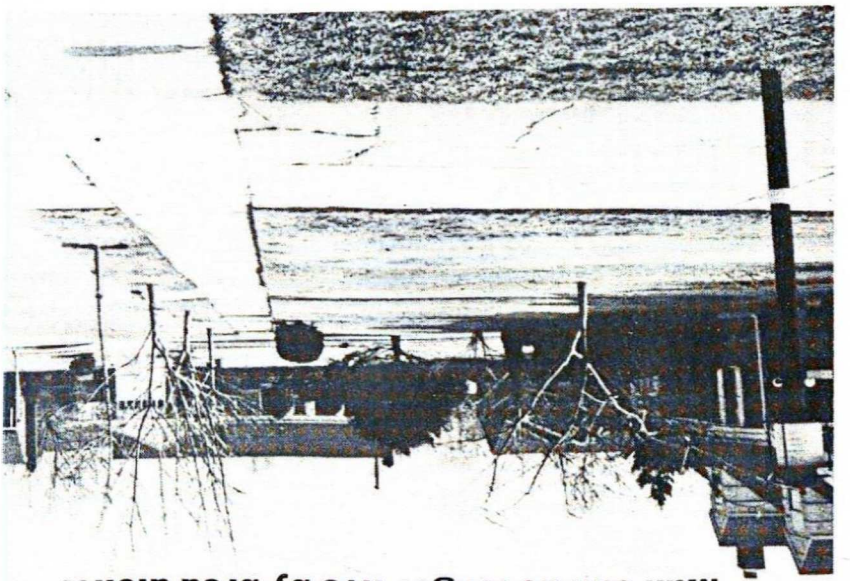
"They are doing it for the pure joy of it."
—Description of firebugs preparing to burn down house in Max Frisch play.

To whittle down a property tax increase, Newark, N.J.'s City Council voted to close its excellent library system.



TO HUMAN SOCIETY. SC

WRONG. THERE IS ENOU



Man can no longer live by bred alone.

106 A

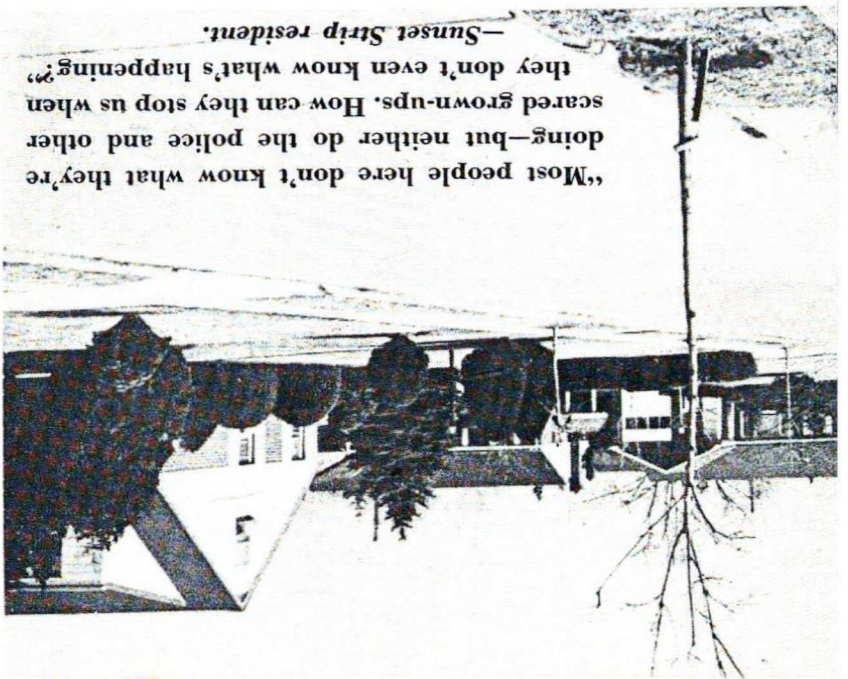
Artists haven't painted themselves into the specialist corner. Because of a comprehensive outlook, their art reflects the many disciplines, especially science.

"My father warned me the business world was very different from the world where we live."—Twenty-one-year-old Francine Gottfried whose measurements—43-25-37—attracted vast crowds on her way to work in Wall Street. *"I think they're all crazy. What are they doing this for?"*

Specialists need generalists to organize and implement their discoveries. The artist's greatest faculties are his imagination and the ability to think conceptually.

ORDINARILY IMPORTANT

SH TO GO AROUND. BAS



"Most people here don't know what they're doing—but neither do the police and other scared grown-ups. How can they stop us when they don't even know what's happening?"

—*Sunset Strip resident.*

The "you or me" pattern emerged in sailors' jargon.

When captains of industry found that the Earth's resources were unevenly distributed, they used ships to bring "the buried treasures" together. Their economic power boo ME d.

IC YOU-OR-ME-NOT-ENC

RECOGNIZED AS EXTRA

Personal, Confidential

Miss E
Ho.

Dear Lucie,
I hope time
goes fast until
August, when you
are coming, then
slowly. Love,
Julie

TINY TIM TALKING WITH STEPHEN SCHNECK: "You know, we were really poor. Lots of times we had to live on welfare. And you can imagine, we lived in a poor neighborhood, and I had this long hair and wore makeup, and what a scene just to take a walk around the block. Everybody staring—once when I took a walk with my father, a man came up to us and said to my father, 'If I had a son like that, I'd take a gun and shoot him.' "

Americans

are dying from gunfire
—in the U.S.—at the rate
of one every 35 minutes.

30

★ ★

UGH-FOR-BOTH-ERGO-SO

TISTS ARE NOW BEING

"Where have you gone,
Joe DiMaggio?
A nation turns
its lonely eyes to you."

From "Mrs. Robinson" by Paul Simon
© 1968 Paul Simon
Published by Charing Cross Music
Used with permission of the publisher

Beauty Loses Out
to Efficiency
In Design for
Sewage Plant

"Equal incomes? No. People with beastly jobs—scavengers and lavatory attendants and the like—should be paid a great deal more than anyone else." —SIR VICTOR GOLLANCZ.

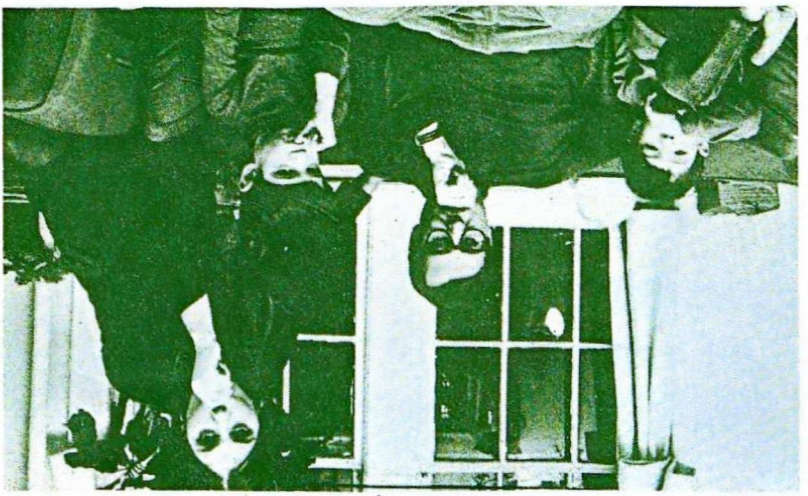
"Arthur Miller's 'The Death of a Salesman,' written in 1948, shook my very depths. I knew my father's world was dead. That was the end of the myth that you could achieve an entity by being honest and industrious. And now you can't. Even our work doesn't have meaning."—*Dr. Rollo May, leader of existential school of psychoanalysis, talking with John Leo.*

Overhearing lunarnauts Borman, Lovell, and Anders say that *"It's a forbidding place . . . gray and colorless . . . it shows scars of a terrific bombardment . . . certainly not a very inviting place to live or work,"* Mayor Lindsay said that for a chilling moment he thought they were talking about New York City.

MEONE-MUST-DIE TENET

N LAST 100 YEARS. AR

We are still producing two-ton, 18-foot-long automobiles to carry one person. Half that weight of materials, properly designed and employed, would be enough to carry six persons.



"Women are different now,"

said Chief Njiri Karanja of Kenya. *"They are getting clever. They are wearing expensive dresses instead of skins. They are painting their faces with cosmetics instead of mud. They are wearing high wigs that look like beehives. All these things cost money, and women didn't know about it before . . ."*

***"It is ironic that demagogues seem to know better how to control aggressive instincts than do behavior scientists."*—Dr. Nikolaas Tinbergen, who noted that rats subjected to constant attack and defeat collapse and die for no obvious reasons.**

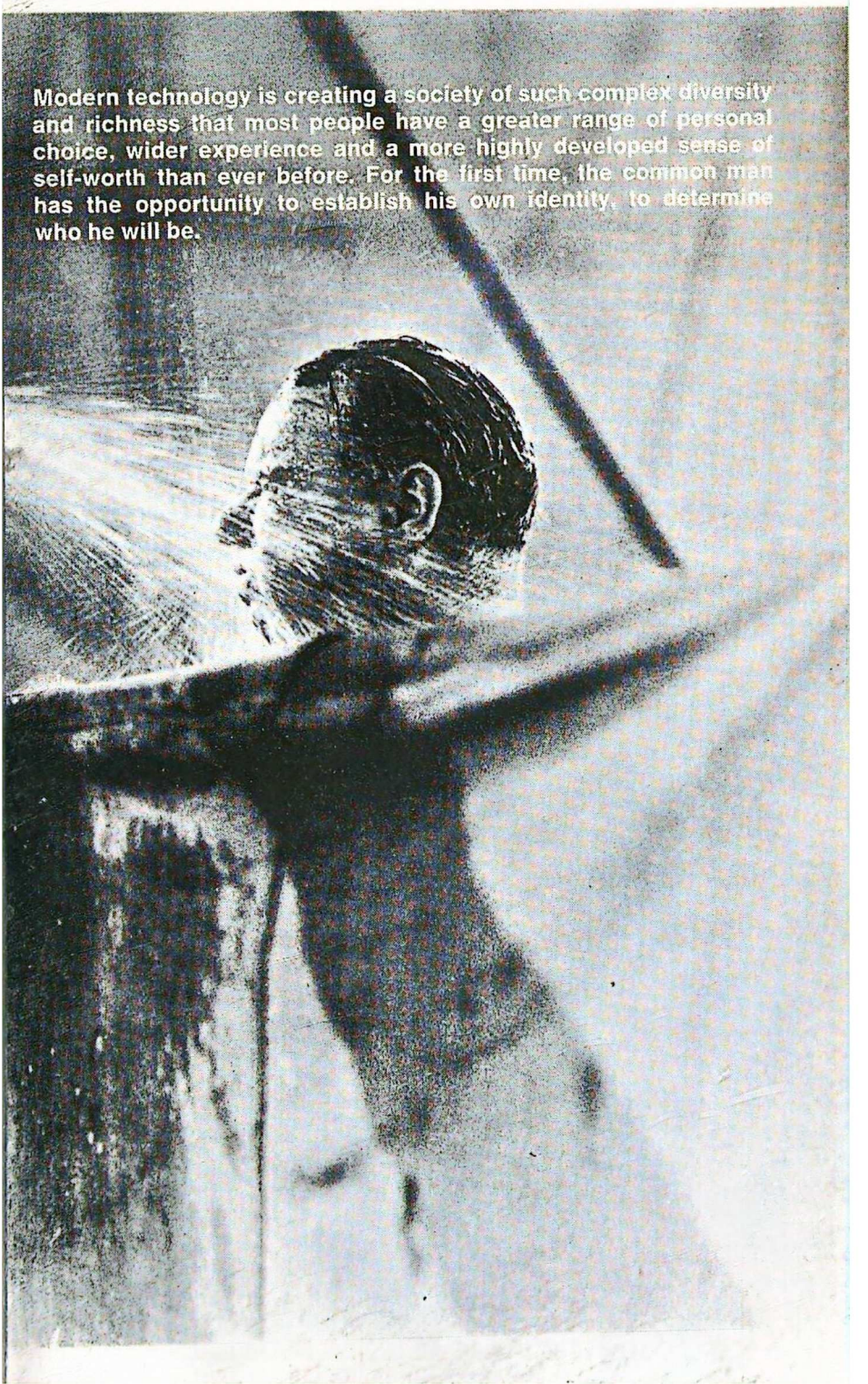
E FAR GREATER THAN
S OF CLASS WARFARING

"Until you've ordered breakfast for five with room service, waited an hour, and paid the $10 bill, you don't really appreciate the convenience of trailer living."
—*Trailerwife.*

"The only ones really against it are the people."—*Business leader discussing universal guaranteed income as the best means of eliminating poverty in the U.S.*

Plane and Car Collide On Parkway in Jersey

112 A

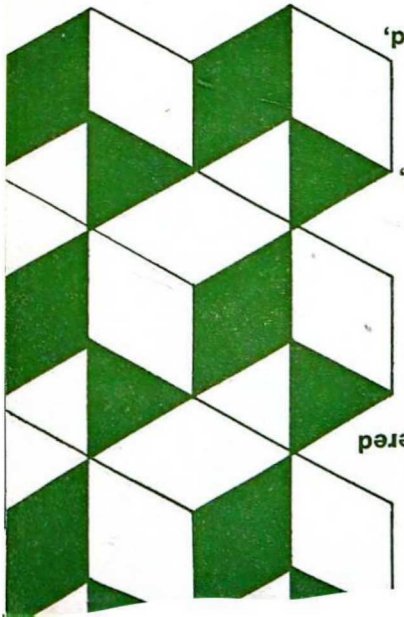

Modern technology is creating a society of such complex diversity and richness that most people have a greater range of personal choice, wider experience and a more highly developed sense of self-worth than ever before. For the first time, the common man has the opportunity to establish his own identity, to determine who he will be.

"We want words over here."—*Major New York book editor rejecting illustrated manuscript of w.k. authors.*

"In many ways, we need a general reorientation. We are all hip to civil and political rights. If there were air pollution that affected only Negroes, there'd be action today. But everyone is beset by constant insults to the body. Air pollution, chemical poisoning of vegetables and of water systems —all of these bring about suffering and death on a greater scale than political injustice. The thing to make people understand and take action on is that the enemy is not 'air pollution' or 'traffic

ARE EXTINCT. REAL WE

NEXT 30 YEARS WILL B



A two-mile-high tetrahedronal city
will consist of an open truss framework
"structural mountain" whose sides are covered
with parked mobile homes.
At night, the city will be ablaze with lights,
as are petroleum refineries now.

City domes will be so high and
their structural members so delicate
that they will appear to be invisible.
The domes operate as a controlled cloud,
bringing shadow when shade is desirable,
bringing sun when sun is desirable.
They will keep out rain, snow, storms,
and exterior industrial fumes.
They will collect rain water.
The temperature in the city will be stabilized,
there will be a semi-tropical atmosphere.
People will live in gardens,
or upon garden-terrace skyscrapers,
needing only local screening for privacy.

"I don't know what we're doing at all, I just write them."
—*John Lennon, asked for comment on his songs.*

accidents.' These are impersonal results. The enemy is flesh and blood human beings hiding behind the corporate veil of bigness and anonymity. The activities of these corporations must be brought within the embrace of the rule of law. In a complex, industrial, interdependent society, we cannot allow this continuing callousness and unconcern for human welfare, all in the name of Profit." **—Ralph Nader.**

ALTH -- INDESTRUCTIB

HEND THAT CHANGES IN

"How can any educational institution compete with the force of television on the mind of a child? Television teaches the child to relax minor tensions with a pill; to take off weight with a pill; to win status and sophistication with a cigarette; to wake up, slow down, be happy, relieve tension with pills — that is, with drugs." — *New York City Mayor John V. Lindsay.*

Because society does not understand how its industrial wealth developed, it maintains a parochial, agricultural outlook.

"A slave is an *animal* which is owned. A single slave can best be compared to a domesticated dog....The desire to turn men into animals was the principal motive for the development of slavery....Once men had succeeded in collecting large numbers of slaves, as they collected animals in their herds, the foundations for the tyranny of the state were laid."—*Elias Canetti,* CROWDS AND POWER.

DYMAXION:

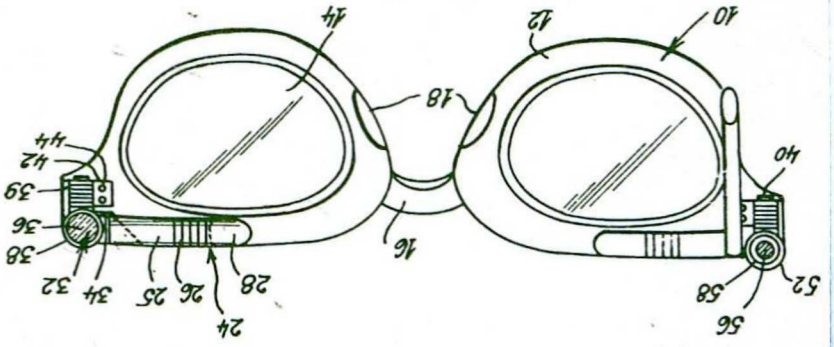
Maximum gain of advantage from the minimum energy input.

The more people studying and experimenting, the more discoveries and inventions result, the higher the standards of living.

LE, WITHOUT PRACTIC

D SOCIETY TO COMPRE

Section of drawings for patent 3,410,638 granted to James Robert Langworthy, of Clinton, N. J., for eyeglasses providing the wearer with a rear view. Wearer must glance up at an angle of 35 degrees to see image, which passes around a 90 degree angle where the frame is joined in front and is then reflected in a prism. Inventor believes glasses will serve as an early-warning device to fight crime in the streets.



Nov. 12, 1968 J. R. LANGWORTHY 3,410,638

SPECTACLE FRAME WITH REAR VIEW TELESCOPES AND TEMPLE MOUNTED OPTICAL FIBER RODS

Filed Dec. 9, 1965 2 Sheets-Sheet 1

"Now, John, you know perfectly well that I've never enjoyed having a good time."—John Cage's mother.

When you put three triangles with common sides around a point, a fourth triangle is formed at the base: A tetrahedron.

Tetrahedronal

Tetrahedronal cities floating on the ocean will use atomic reactors for energy and desalinization. Major ships already desalinate their water.

Tetrahedronal cities will grow symmetrically. They will never change their shape as populations grow from thousands to millions. Each family will always have 200 square feet of floor space.

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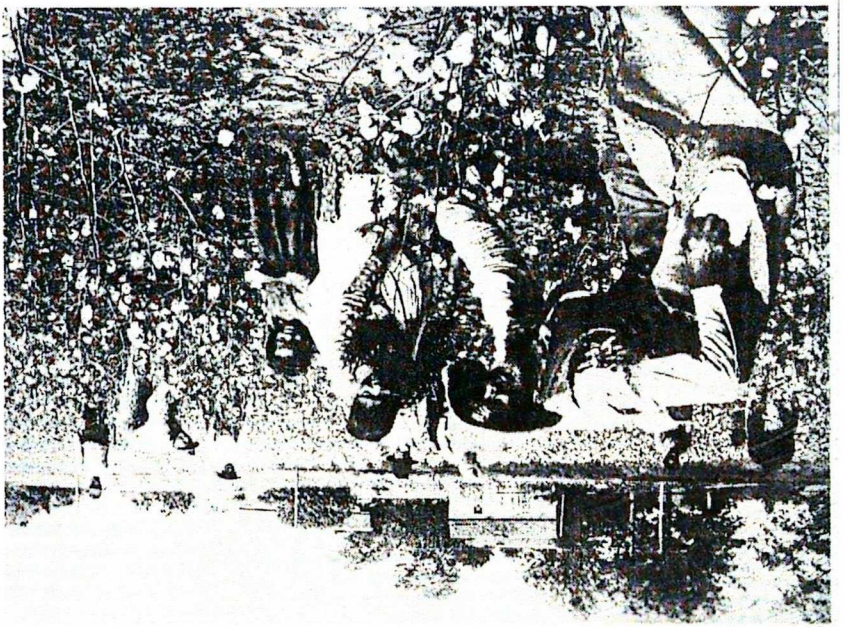
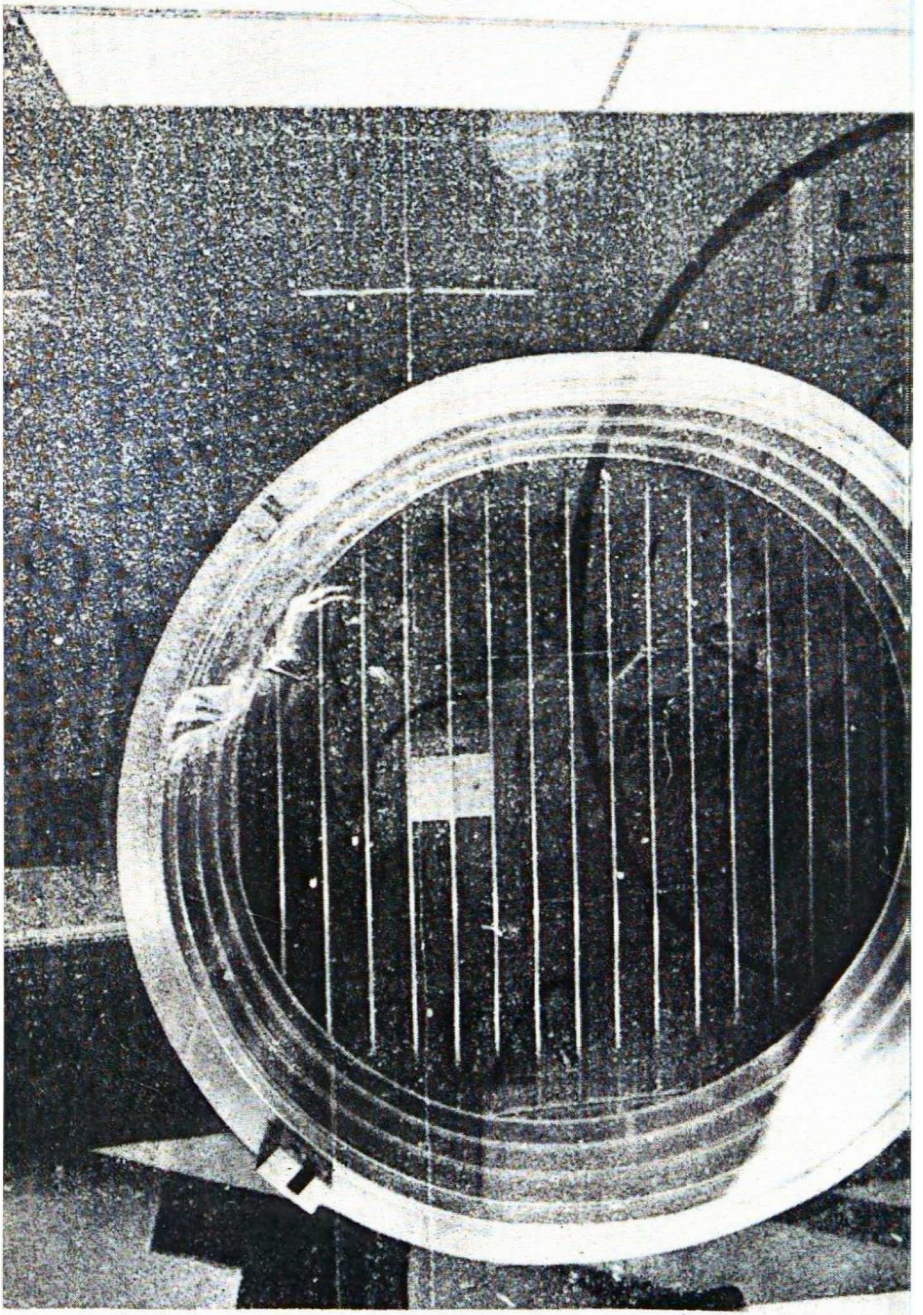
LIMIT -- IS COMBIN

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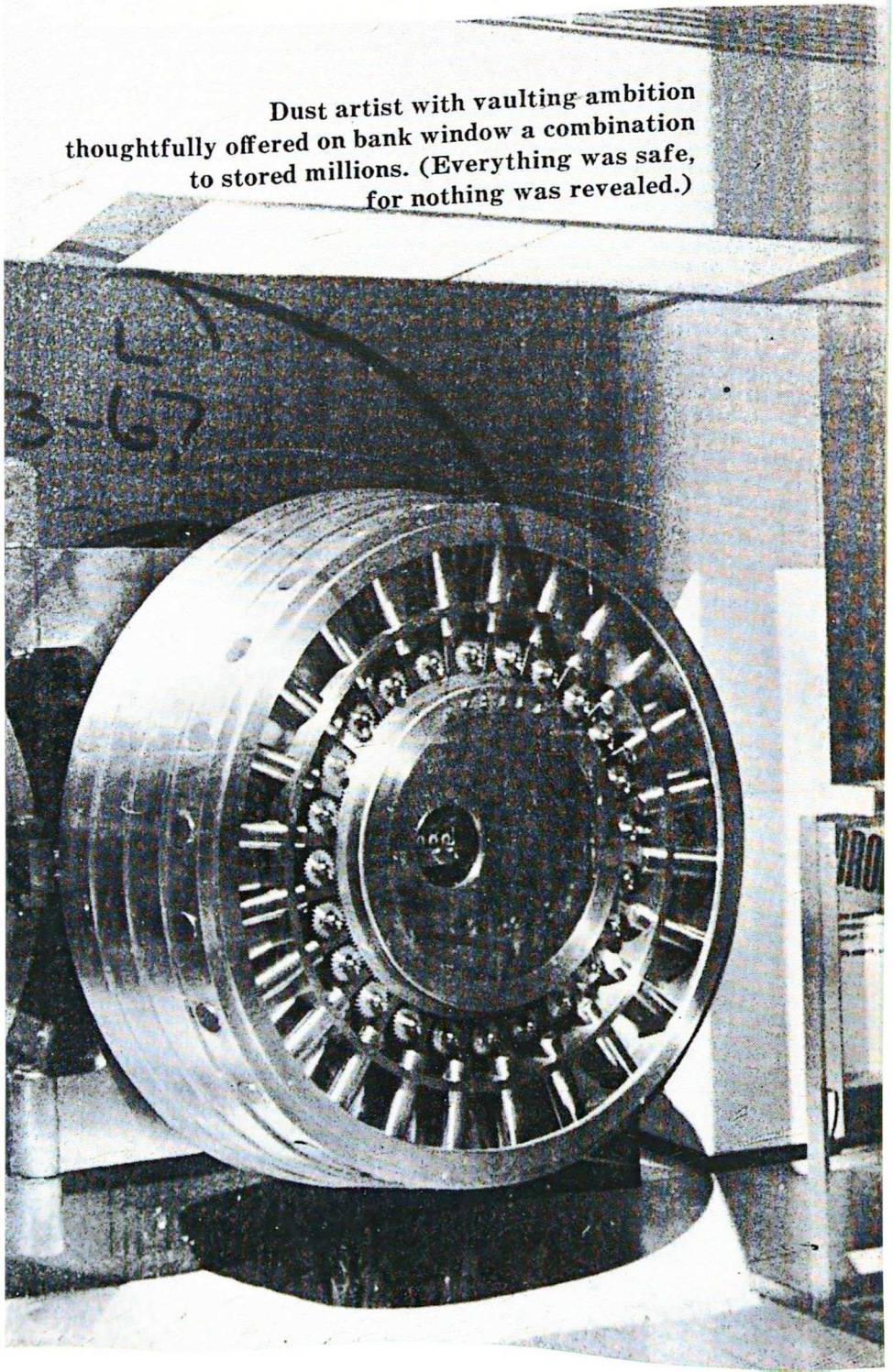


Dust artist with vaulting ambition
thoughtfully offered on bank window a combination
to stored millions. (Everything was safe,
for nothing was revealed.)

Higher standards of living guarantee that the population will never explode.

Disposable handcuffs have been tested by Cleveland police. Made of nylon straps, the cuffs are locked by a steel spring and must be cut off the suspect's wrists. At 50 cents a pair, they are considered too expensive for everyday police use—*"but they're ideal for mass arrests of demonstrators,"* a Cleveland official said.

Everything you've learned in school as "obvious" becomes less and less obvious as you begin to study the universe. For example, there are no solids in the universe. There's not even a suggestion of a solid. There are no absolute continuums. There are no surfaces. There are no straight lines. Why *did* the chicken cross the road?

"Today is the first day of the rest of your life." **—Abbie Hoffman.**

ATION OF PHYSICAL E

IT IS APPROXIMATEL

"Facial expressions are often more reliable guides to a man's intentions than speech. Our looks give us away." —*Dr. Nikolaas Tinbergen, professor of animal behavior, Oxford University.*

Five-year-old boy: "What is the temperature?"

Father: "58 degrees."

Son: "Is that cold?"

The mathematical formula for the design of the geodesic dome applies perfectly to the structure of the protein shell that surrounds every known virus. The common cold virus is the shape of an icosahedron—a solid with 20 triangular sides and 12 corners.

The more industrial a nation becomes, the more rapidly its birth rate decreases.

In 17th-century America, the average family had 13 children. With the installation of waterworks and sewer systems, the average family had fewer children. In fully industrialized America, the average family has 1.9 children.

ERGY AND HUMAN INTEL

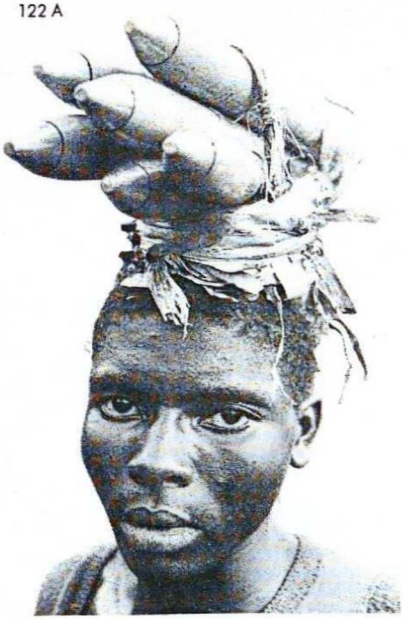
ATIONS ARE INVISIBL

All the people in the world today could be housed in the buildings of Manhattan—with each person having as much floor room as at a cocktail party.

All the cities of the world occupy less than one per cent of the Earth's surface.

Ceramic mosaic containing 8000 separate silicon "tiles" arranged to form 440 integrated circuits.

Doming of established cities in the moderate climates will probably not occur until domed cities in virgin lands have proved successful—or when environmental and other emergencies make immediate doming imperative.



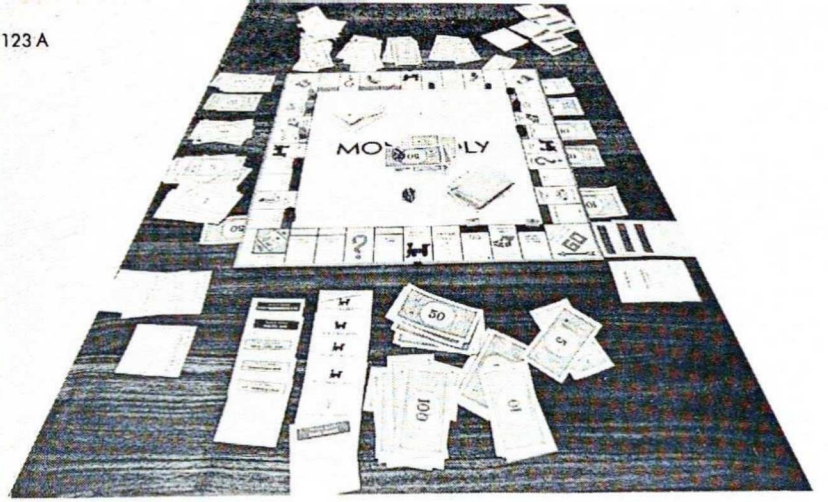
Invention often occurs when individuals, frustrated by circumstances, try to transform the environment rather than to reform human nature.

***"It's like free play, or study hall, to make an audience comparison. You learn a lot from it."*—Al Kooper, the organist, on rock jam sessions.**

LECT. EVERY TIME WE

OLUTIONARY TRANSFORM

Ships are total environments, unlike buildings. The Queen Mary was a beautiful environment, benefiting from design principles that could be adapted for city use. Getting there may be all the fun.

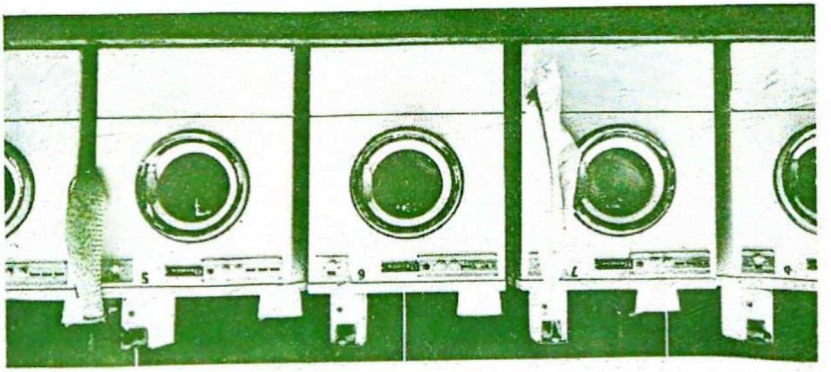


"One of our professors discussed a lot about whether our ultimate responsibility is just to make money, or to promote change. I'm not against money, but I certainly have no investment in the status quo."

USE REAL WEALTH IT I

AL. BECAUSE PRIME EV

Until New York was built, all the great cities were products of Newtonian "no change" norms. Their romance lay in their preoccupation with man's historical, bastioned past. What makes New York City the "most important something" in all history is that it was the first great Einsteinian reality. Its romance is its living manifestation of history continually in the making. It is the center of world-wide communications networks. Its population is transient; the average residence is three years.

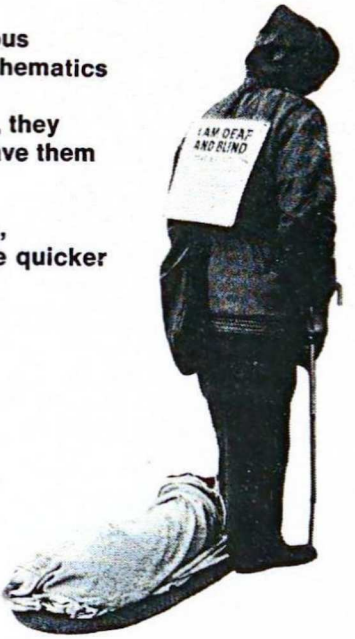


Mariners lived in a state of continuous discovery. They *had* to develop mathematics to survive.

Limited by the laws of floatability, they designed lightweight vessels that gave them technical superiority.

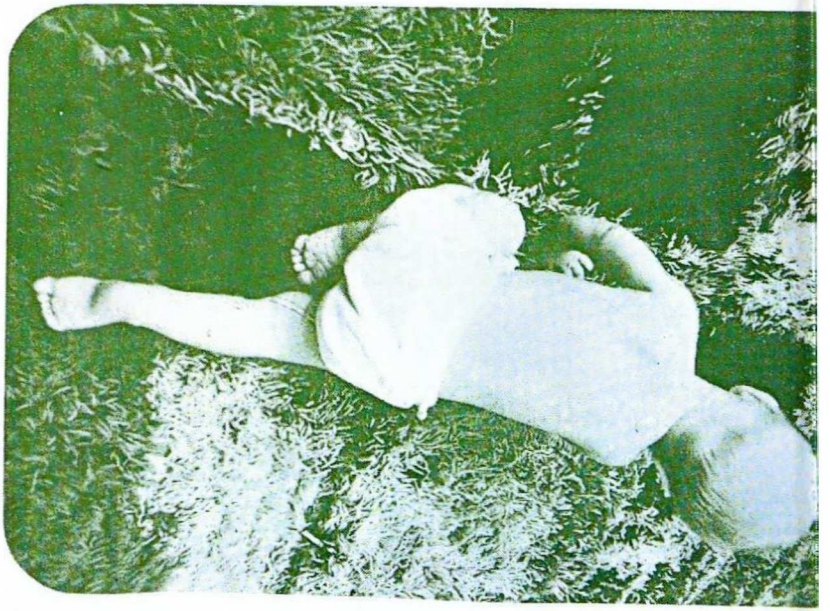
The closer man lives to the unknown, the more inventive he becomes—the quicker he adopts new ways.

It may be that all that is chaotic is in man's illiterate and bewildered imagination and fearful ignorance.
OSLO KEY BASES TAKEN, BIG SEA AIR BATTLES ON.
World Telegram 7th Sports.
The corporate cranium—"journalism"—industrialization's limited-liability vocalizer.



NCREASES. INTELLEC

HERE CHANGE IS NORM



Most of the major advances in science and technology have been in the invisible realm—synergy—the behavior of whole systems in ways unpredictable by the individual behavior of their sub-systems.

A British firm offered a nine-ounce gold chamber pot at $66 an ounce. As an "industrial product," it doesn't violate British laws against gold hoarding.

UST INCREASE WEALTH

RE LIVING IN A WORL

World housing is an educational problem. Men need time to learn what they really want and how to effect it. It must not always be a matter only of the house "jack" builds.

"What is demanded is a change in our imaginative picture of the world."—Bertrand Russell.

Many people believe that housing can be accompanied only by a political mandate. They overlook the far vaster prerogatives of the inventor.

Americans fear automation. Many are afraid that automation will mean full-scale unemployment and little o no individual purchasing power

A study of the applications of auto mation reveals it can vastly increase goods and services—such prodigious wealth, in fact, that "the rank and file" will demand automation

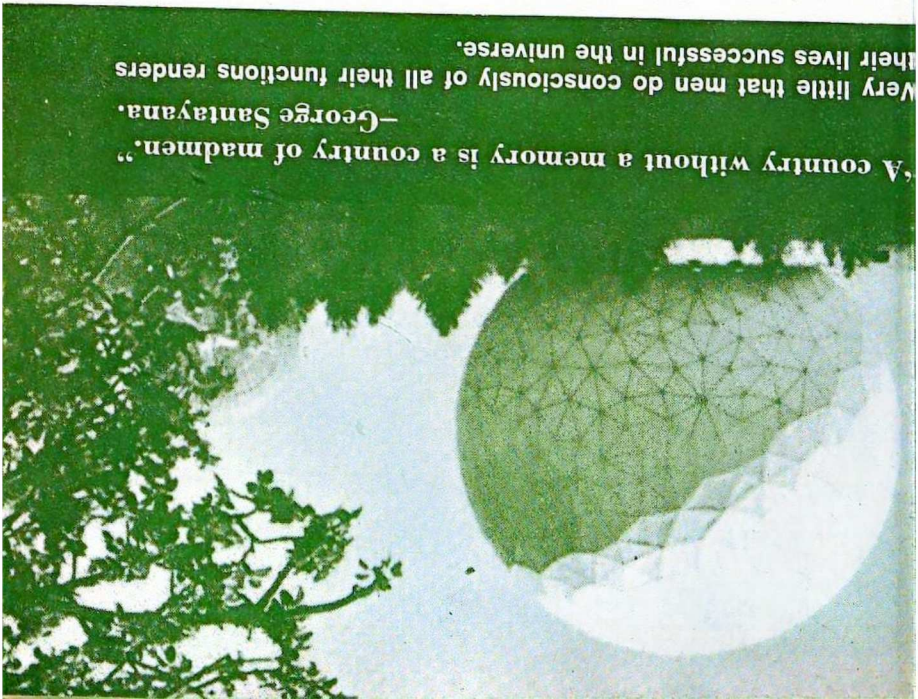
Most people will be able to "do their own thing" all the time on highly paid "research" fellowships. They no longer will need to prove "a right to live."

! ! ! ! ! ! ! ! ! !

Teleportation: Within a century, a man's entire genetic code may be fed to a computer, flashed to a receiving computer on the moon or a planet, and instantly reconstructed into the person who stood on the Earth a few seconds earlier. Two yous. (Or, OR, have WE been teleported?)

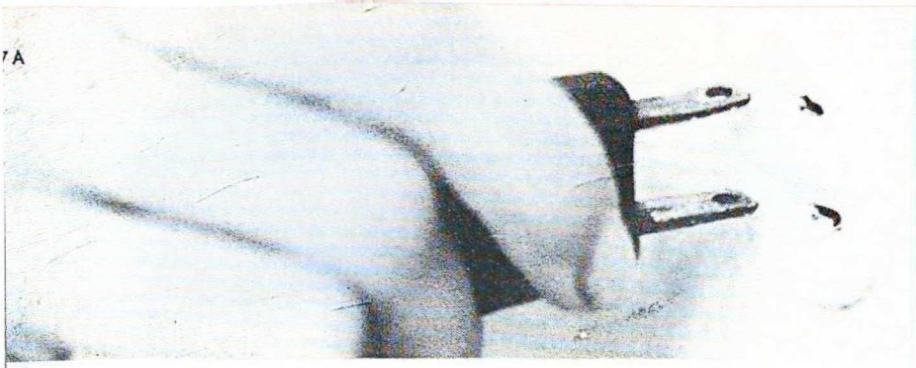
TO ELIMINATE POVERT

ICAL UNIVERSE. WE A



"A country without a memory is a country of madmen."
—George Santayana.

Very little that men do consciously of all their functions renders their lives successful in the universe.



n the "new world," you will not be concerned with "someone is rying to get my job." All of the fundamental bases of man's corruption will be gone.

wo prodigious, making-the-world-work breakthroughs in late 969! Weeds and leaves can now be converted into a protein food hat has the same consistency as cheese. Animal blood can now e converted into a substance that tastes a little like powdered hilk and is 50 per cent protein. (More than 2,000,000,000 pounds f animal blood are thrown away every year in the U. S. alone.)

DESIGN SCIENCE, IN
NVISIBLE AREA OF PH

"I have always felt I was using the five sense
within me, that is why my life has been so ful
and complete."—Helen Keller.

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"Let's pretend there's a way of getting through into it, somehow, Kitty. Let's pretend the glass has got all soft like gauze, so that we can get through. Why, it's turning into a sort of mist now, I declare! It'll be easy enough to get through . . ." — *"Through the Looking Glass."*

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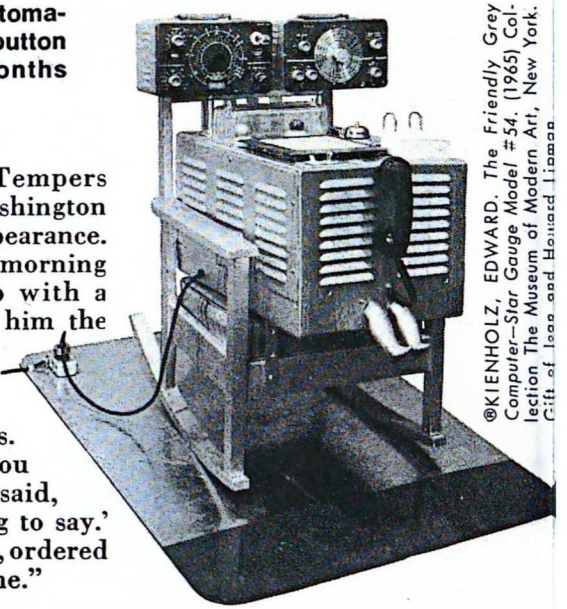
...''''' '''''...!''

We've always had automation. Push the right button —and, bang, nine months later a cutie-pie.

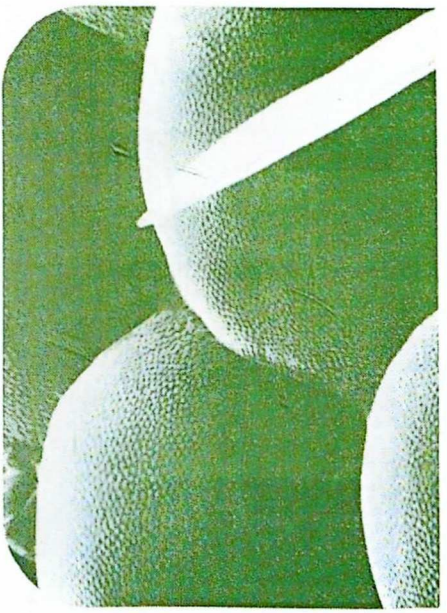
GUNNAR MYRDAL: "Tempers are high. I was in Washington for a television appearance. At nine o'clock one morning I got into a taxicab with a black driver. I gave him the address I wanted, then repeated it. He said sharply: 'Stop repeating the address. I've got it. What do you think I am, stupid?' I said, 'That's a foolish thing to say.' So he stopped the cab, ordered me out, and kicked me."



®KIENHOLZ, EDWARD. *The Friendly Grey Computer–Star Gauge Model #54.* (1965) Collection The Museum of Modern Art, New York. Gift of Jean and Howard Lipman

VENTION REVOLUTION O

VELY IN INAUDIBLE NO



Each fruit-fly facet, magnified 11,200 times, appears to have sub-structure consisting of small humps distributed over its surface.

Spacecraft debris is re-entering the Earth's atmosphere at an average rate of once a day, threatening high-flying jets.

"Fly vines—classy clothes—say to the world, 'I've got the bread, man, so treat me with a little respect.'"—LOWER EAST SIDE fellow who didn't have the money to get his silks out of the cleaners.

"I make a picture and someone comes in and calls it art."

—Willem de Kooning.

Foreign competition with its lower wages and prices will force United States labor's decision to authorize full-scale automation as the only alternative to a lowering of wages and standards of living. Far more than just "a great benefit," automation will prove to be a lifesaver.

Man is moving into a new physical relationship to his universe.

ULD ELEVATE POVERTY

ATING ALMOST EXCLUS

Fruit fly facets, containing the corneal lenses, magnified 2240 times.

There are already 5000 geodesic domes in 50 countries around the world. Many are so light that they were delivered by air.

The geodesic dome at Expo 67—the U.S. pavilion—weighed 800 tons, approximately the same weight as one of the stone columns of Seville Cathedral, the second largest cathedral in the world. Invisible mathematics support the geodesic dome.

Everybody is born an inventor. As children, we invent games until "grown-ups" persuade us that our inventing is "futile," that we should conform with yesterday's seemingly proven but usually outworn invention.

But inventiveness remains latent in all of us. Inventors may channel man's innate capability to think in cosmic terms. As inventor, you can ask cosmic questions:

Is man needed in the universe?

Does he have a universal function?

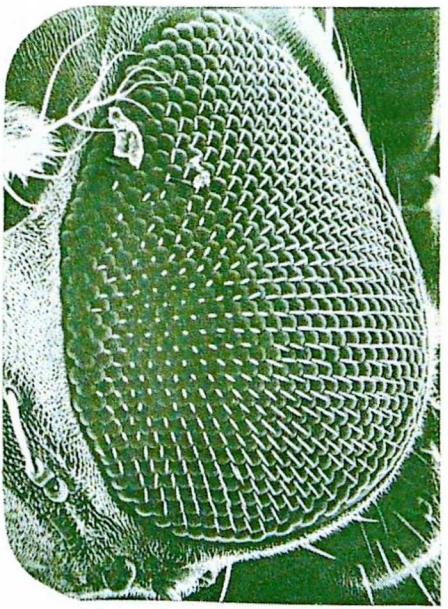
If he is essential, what needs to be invented to improve his functioning?

What are the largest overall trends of human evolution that need attention?

"What's heartbreaking is the glossy, glamorous press-agent pictures versus the actors themselves."—SIDNEY LUMET, film director, after a casting call.

TO HAVENESS. (IF YO

RLD SOCIETY IS OPER



Eye of fruit fly, magnified 350 times. Eye contains many eyes; total image is like a mosaic.

All organized religions of the past were inherently developed as beliefs and credits in "second hand" information.

"WHICH side ARE we on?" asked a nine-year-old after watching the Vietnam news on television.

The metaphysical universe is finite. It is just one tetrahedron more than the physical universe. The sum of the relationships of all of our experiences is always tetrahedronal.

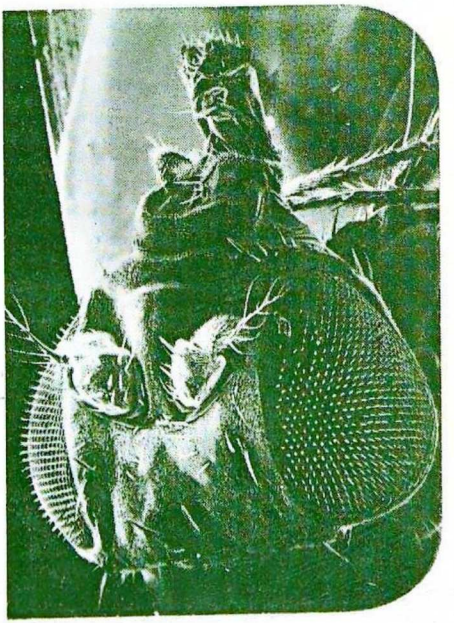
Inventions are extensions of man's energy.

The design scientist is not concerned exclusively with the seat of a tractor but with the whole concept of production and distribution of food—the seat of Man's plants.

"I waited so long to have my baby, and when she came, she never did anything for me."
—Mother accused of battering her child.

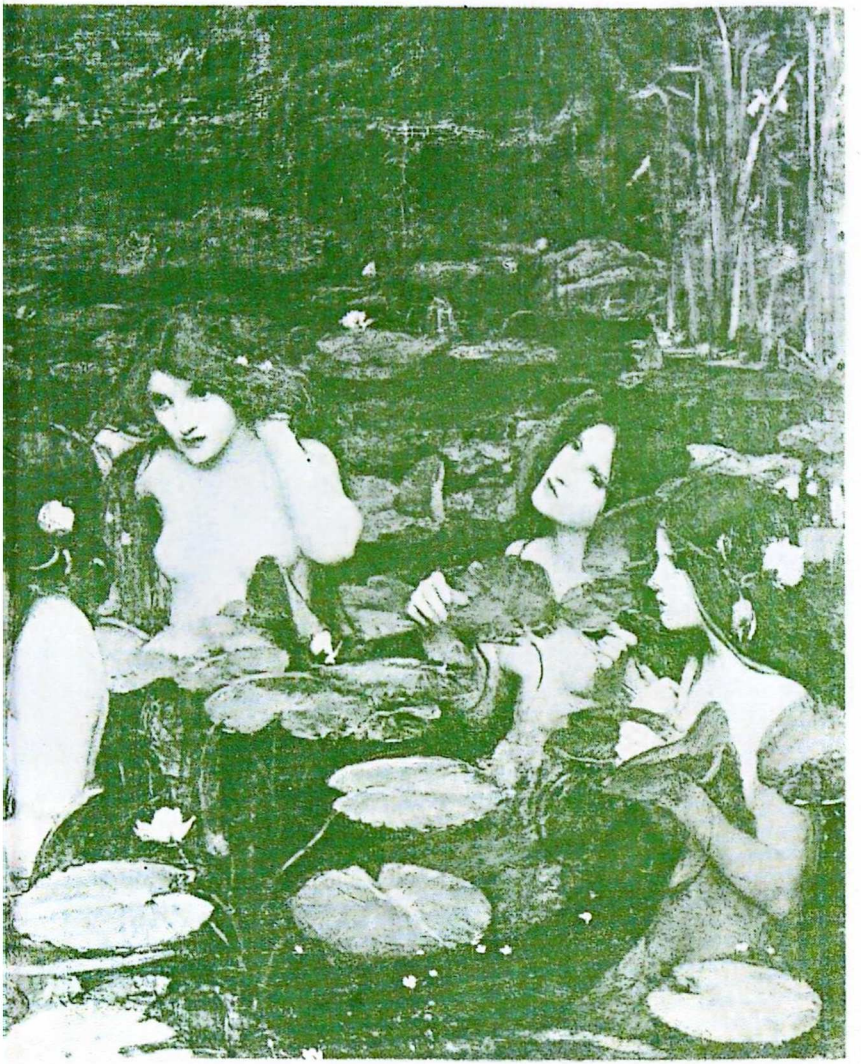
CAN PRODUCE IT, YOU

LOGY, MATHEMATICS. Y

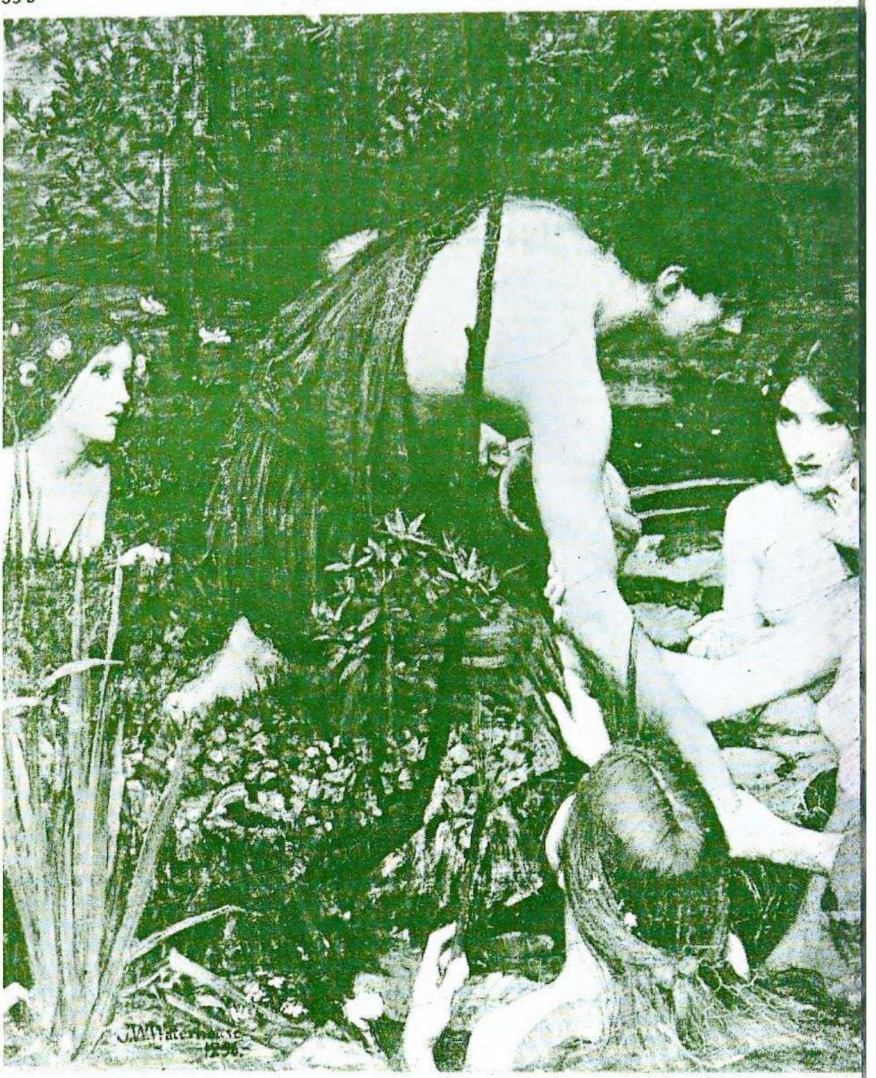


Scanning electron microscope enables biologists to study in three dimensions the fine structure of objects so small that zillions could fit on the head of an angel.

Though two people may think that they are experiencing the same environment, each individual's environment of the moment is unique and constantly changing. One never really sees, "See what I mean?". Environment is the result of individual selectivity and response. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52,



"In England, one always searches for the umbilical cord." —Sir John Fulton.



"I couldn't hear a word, but I enjoyed it very much."–*Marcel Duchamp, after concert in London.*

"The price of gourds is

RISING

every day. It's terrible."

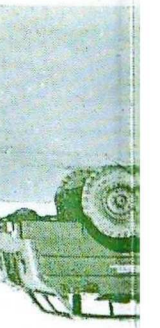
—BANARSI DASS NIGAM, sitar-maker.

"G.M. Says Cars Aren't Perfect, but Assails Critics."— ***Headline.***

Fallacious concepts, superstitions, customs and shortsighted exploitations pollute our common sense. Success gained at the expense of another man is always short-lived. *"Next!"*

CAN AFFORD IT. IF YO

SICS, CHEMISTRY, BIO

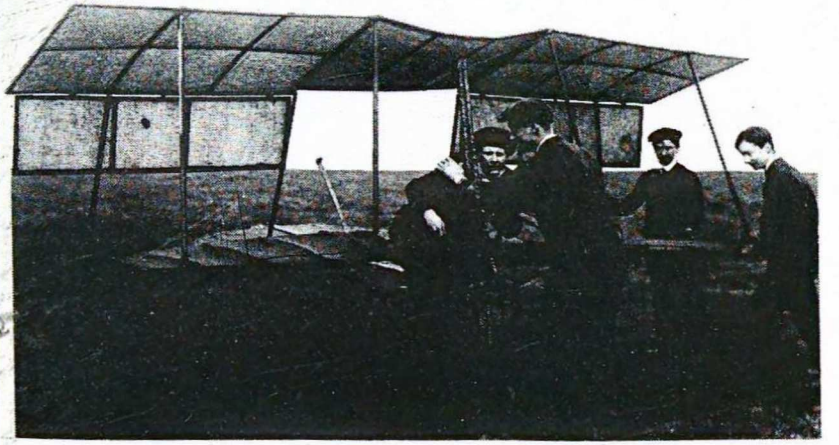


The year 1932, "the depths of the depression," was a moment of epochal success: The last of the finite family of 92 regenerative chemical elements—they occur spontaneously in nature—was isolated. Man now had all the basic ingredients for reassembling —IN PREFERRED ARRANGEMENTS—the physical universe's basic pattern behaviors. Greatly increased unit performances of controlled and invested energies were now possible. Consciously participating in the evolutionary events of nature, man could now guarantee swift physical and metabolic success in the universe.

"I wouldn't go to a ten-o'clock-in-the-morning party, either."

Man tends to abhor mass development. He is apprehensive of losing individuality. He shouldn't be. When he *co-operates* and *co-ordinates*, he is not losing individuality. In fact, he is then beginning to demonstrate individuality to the only degree to which it is important: The ability to dedicate himself to a cause.

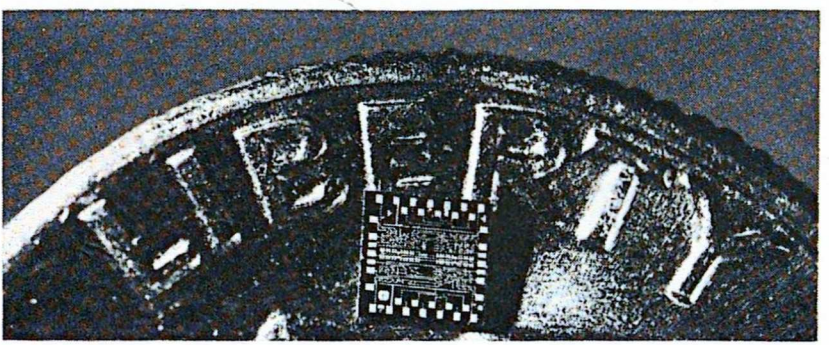
"A pop song should have a lyric that's basically a poem. If people get the feeling, then the lyric is successful—whether they know what I'm talking about or not."—*Jim Webb, author of "Up Up and Away."*



) CAN'T PRODUCE IT,

E DEPARTMENTS OF PHY

Inventions and "new fangled" ideas were anathema to the Newtonian in his "changeless" universe, but innovation is the essence of the Einsteinian universe. *New?*



"If you don't have anything nice to say about somebody, then sit next to me."—*Embroidered pillow on sofa in Washington home of Theodore Roosevelt's daughter, Alice.*

YOU CAN'T AFFORD IT.

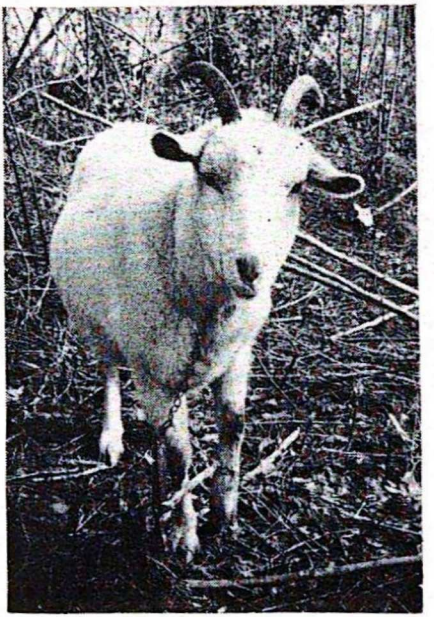
DOESN'T HAVE SEPARAT

"Agriculture is something like farming, only farming is doing it."

"WE are not to be studied."

"Everything is in a state of vibration—sun, earth, ideas, everything—and expanding outward from the center."
—Leopold Stokowski, *on the restlessness of youth.*

"One of the best investments we've ever made."
—Official of New Haven, Conn., paperboard plant that had hired a grazing goat to replace the man who mowed the grass around the plant.



When there was not enough whale oil or coal oil, there were not enough lamps to go around. Some said that what was needed was social engineering, to move more people to the lamplight available. What was really needed was one Edison.

) INTELLIGENCE SHOUL

OF TRIANGLES. NATURE

Invention needs no license. The Wright brothers did not need onr to get their idea off the ground. Edison, Bell, and Marconi did nc need any to light the night, to shrink the Earth, to interlink all c humanity. Come to think of it, it's amazing what you can do you put your mind to it.

"Once largely a stay-at-home people, Americans since 1941 have travele the world. There are many instant authorities now, with clear opinion on every crisis. A democratic leader has to make new exertions to win their understanding. The gap between the intelligence information tha a President deals with daily, and the public's grasp of foreign event as reported by the media, must somehow be narrowed."

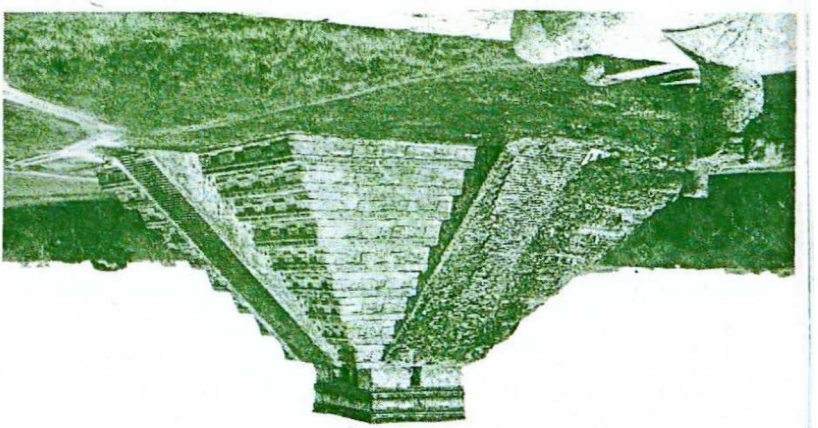
—PRESIDENT JOHNSON

Geologists have estimated that it costs about $1,000,000,000 — im hours and energy expended — for the development of *every* gallon of petroleum. There's enough energy in ten minutes of one hurri- cane to match the nuclear stockpiles of the world.

D BE RECOGNIZED AS
IICH IS CONSTRUCTED

The greatest factor in the disenchantment with Government is that Government has not performed."—*Peter Drucker.*

ment on T. S. Eliot's "The Waste Land."
know."—John Lennon, asked by ROLLING STONE for com-
"*I don't know that. Not very hip on me culture you*



140 B

MEDFORD,

Mass., Dec. 6, 1965—**Vice President Humphrey said today that the transistor radio had become an instrument of political diplomacy whose significance was understood by the enemies of freedom. The transistor, he said, "may have more psychological impact on the world than any other single invention of the past century."**

NEW DELHI,

July 18, 1967—**The family planning minister today offered for government approval a plan to present a transistor radio to every Indian undergoing voluntary sterilization.**

GLOBAL RESOURCE. BRA

ND THE TETRAHEDRON

"You see, I don't know very much. At school you start history from the cavemen, and it takes years to work down all those centuries. I mean, I only went to school until I was 15. So I only got as far as the 17th century."—TWIGGY.

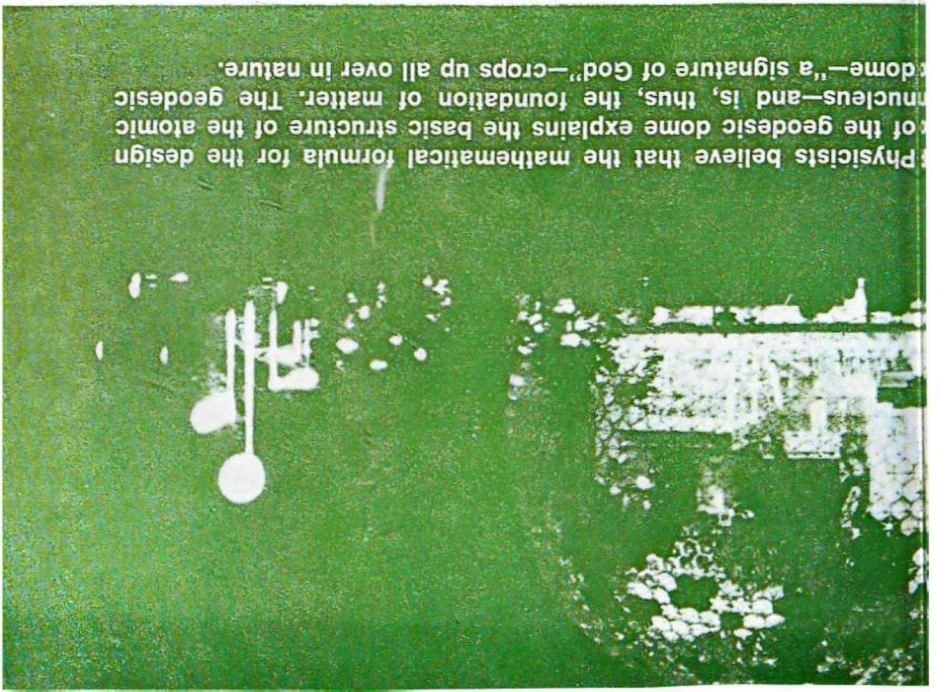
"My book changes so often that they say it goes to press every 20 minutes."—*Amy Vanderbilt, author of "The New Complete Book of Etiquette."*

It is one of those strange facts of experience that when we try to think into the future our thoughts jump backward. It may well be that nature has some fundamental law by which opening up what we call the future also automatically opens up the past in equal degree. Time is not linear but probably consists of wave propagations in all directions simultaneously. Allatonceness.

On his first day as President, Richard Nixon ordered removed from his office the three color television sets and the wire service teletype machines that President Johnson always had had on..

IN STORES RETRIEVE

D ON THE TRIANGLE A



Physicists believe that the mathematical formula for the design of the geodesic dome explains the basic structure of the atomic nucleus—and is, thus, the foundation of matter. The geodesic dome—"a signature of God"—crops up all over in nature.

Nine of ten adults and nearly all school-age children were able to identify Smokey the Bear correctly in a Forest Service survey.

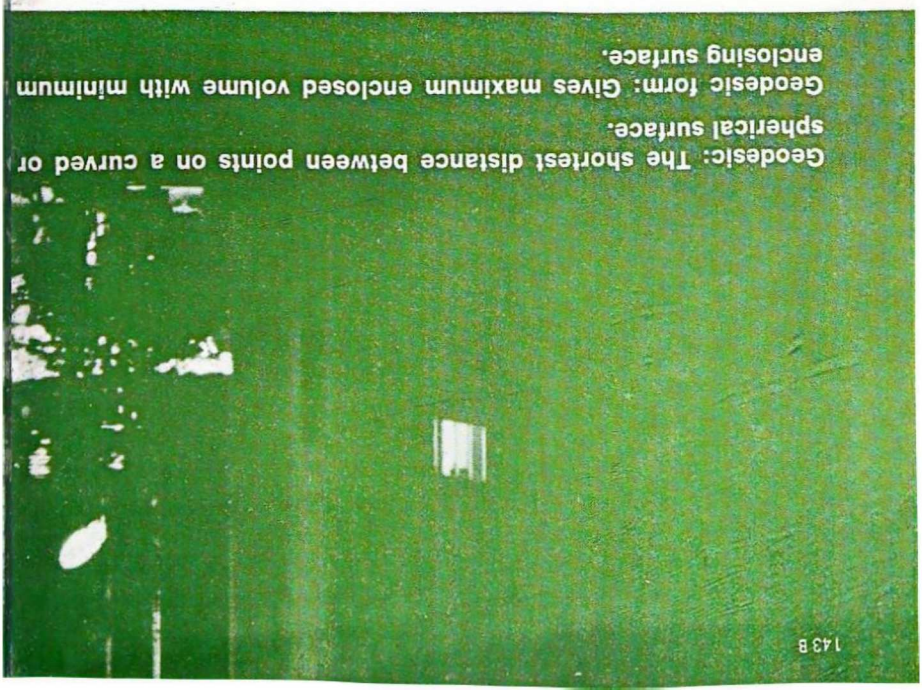
At any given instant in the college lecture hall, 20 per cent of both men and women are thinking about sex, and only about 20 per cent are paying attention to the professor.—SURVEY, AMERICAN PSYCHOLOGICAL ASSOCIATION, *Wayne State University, Detroit.*

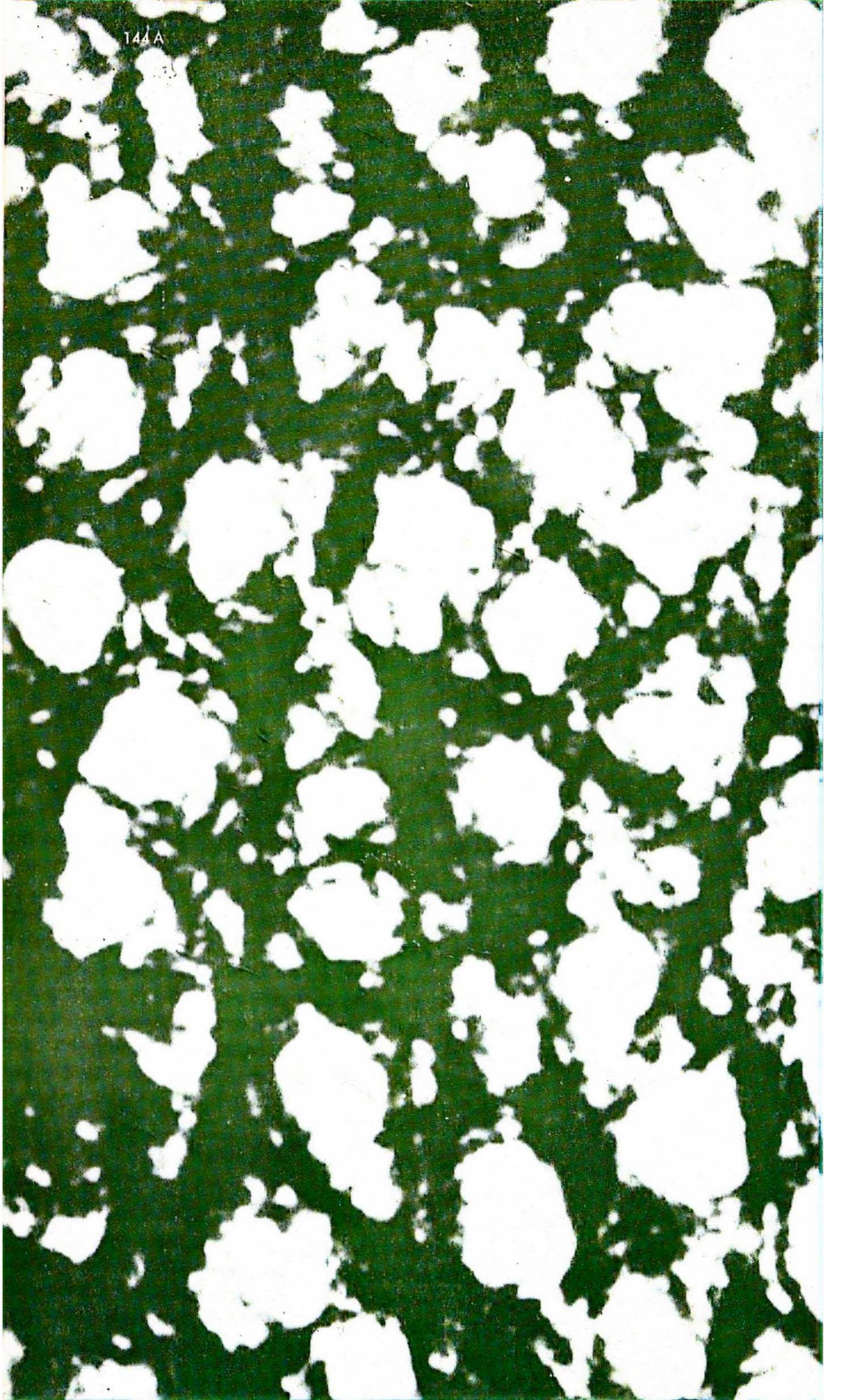
PECIAL CASE EXPERIE

Y. ALL NATURE IS BA

Geodesic: The shortest distance between points on a curved or spherical surface.

Geodesic form: Gives maximum enclosed volume with minimum enclosing surface.

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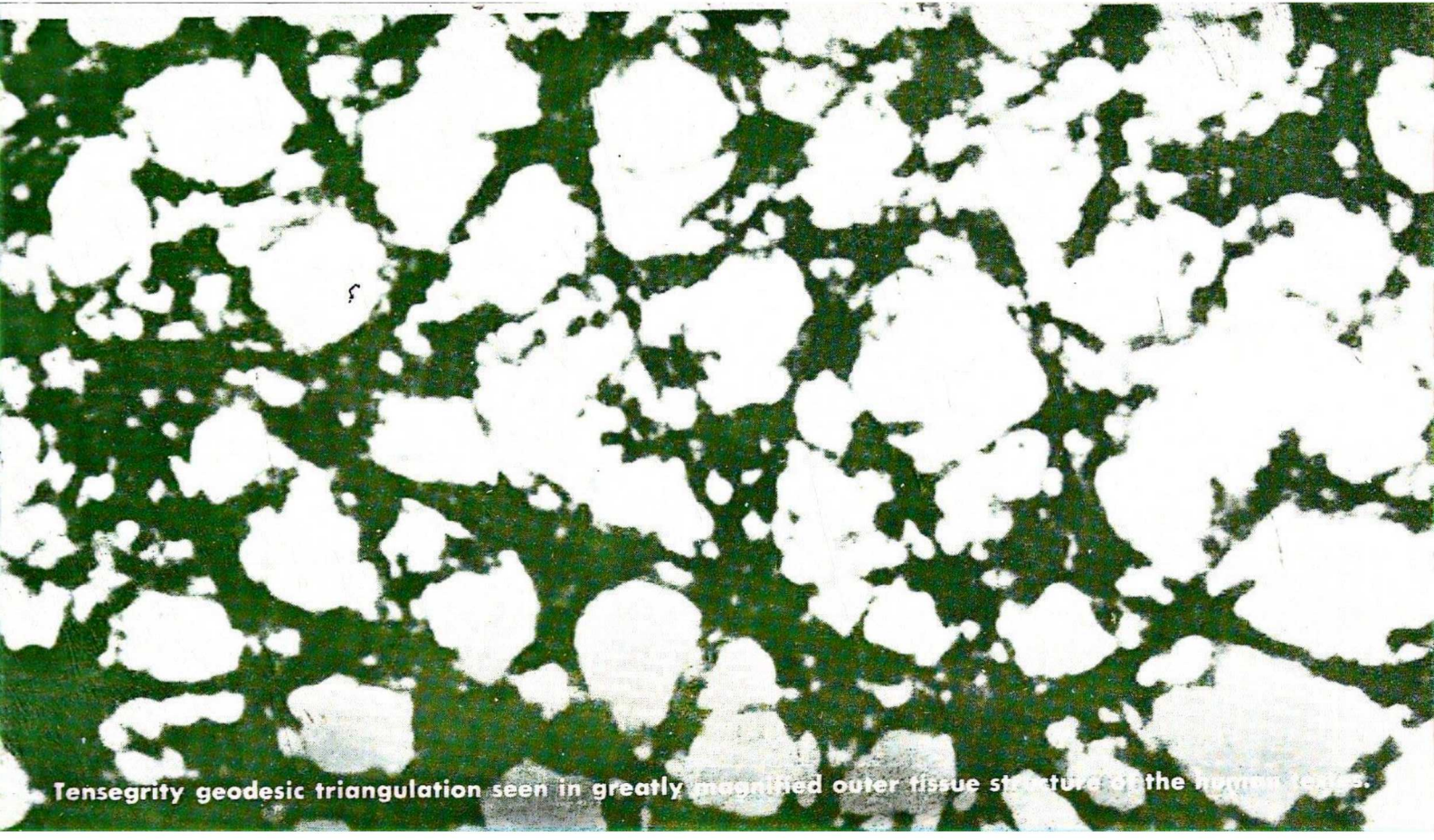
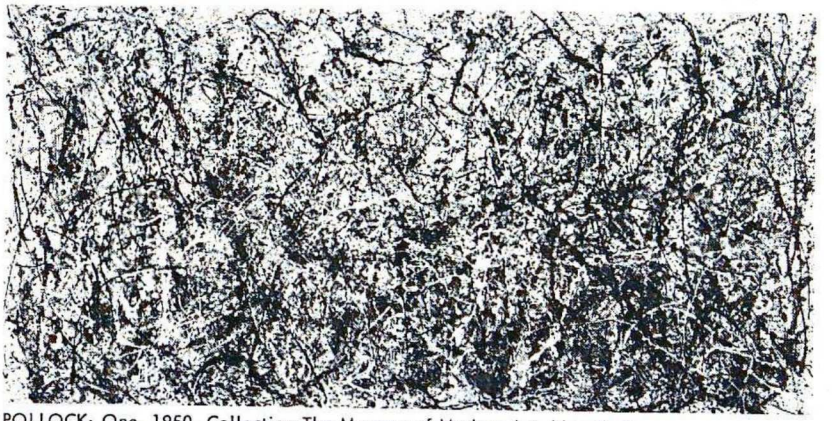


Tensegrity geodesic triangulation seen in greatly magnified outer tissue structure of the human head.

"...an enlarged loom where millions of flashing shuttles weave a dissolving pattern, always a meaningful pattern though never an abiding one."—The brain, described by Sir Charles Sherrington.



POLLOCK: One. 1950. Collection The Museum of Modern Art, New York.

NCES. MIND DISCOVERS

ST MOST EFFICIENT WA

"It takes a hell of a lot of time to be Prime Minister."
—Pierre Elliott Trudeau.

"Instead of blessing, I've been waving. It's easier that way."
—*Archbishop Terence J. Cooke, at folk mass in New York.*

"Modern industry uses some of the techniques of the universe in mass production, but it often resents and perverts them. Fuller preaches an almost religious adherence to the laws of the universe. His domes, for example, are faithful to the true tensions of the surface of a sphere. They do not really rest on the ground like a rock; they exist in space in tension like a tree."
—David Cort.

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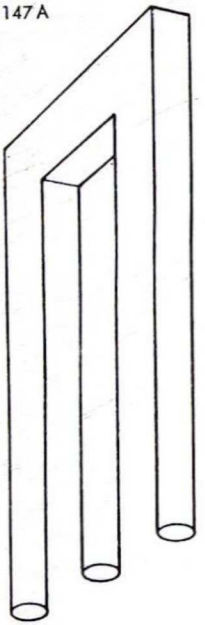


It is estimated that 100,000,000 Hindus have never heard of the United States.

"I am sure that an apple grower would tell Newton he did not tell all there is to be known about the apple."—*Professor Henry Kissinger, of Harvard, and Presidential advisor, urging that one must know what history is relevant, what history to extract.*

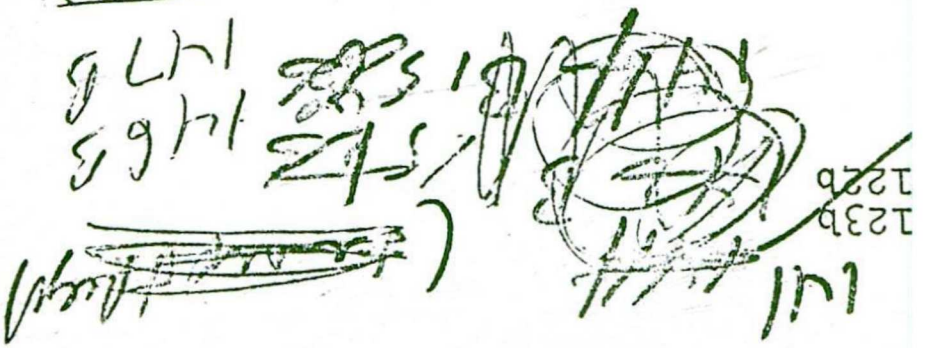
"I was interested, and still am, in starting from the unknown. I'm still looking for steps that break the mold and disturb the traditional apparatus. I have the feeling every time I make a new piece that at last I'm beginning."
—MERCE CUNNINGHAM.

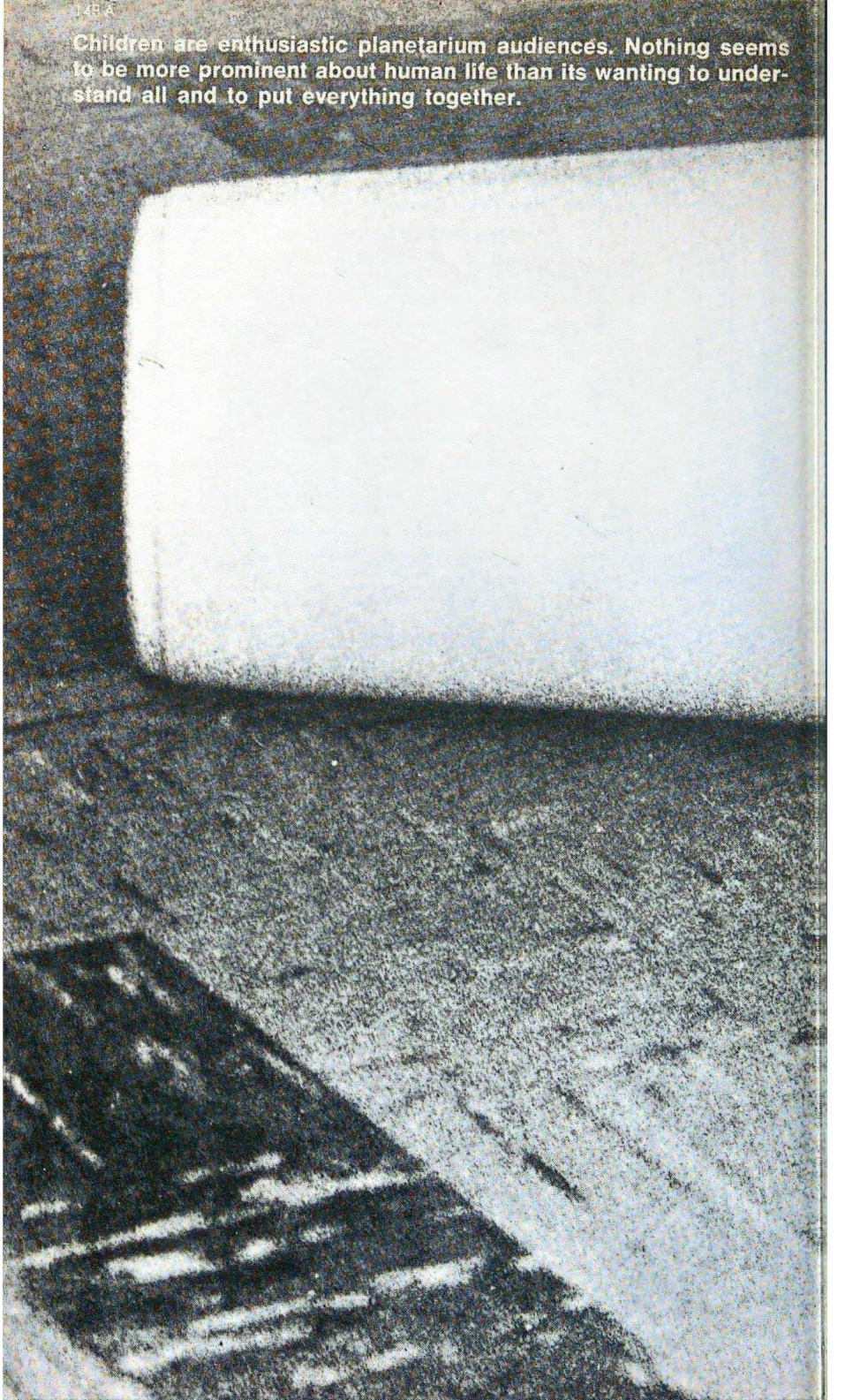
GENERALIZED PATTERNS

OES THINGS IN SIMPLE

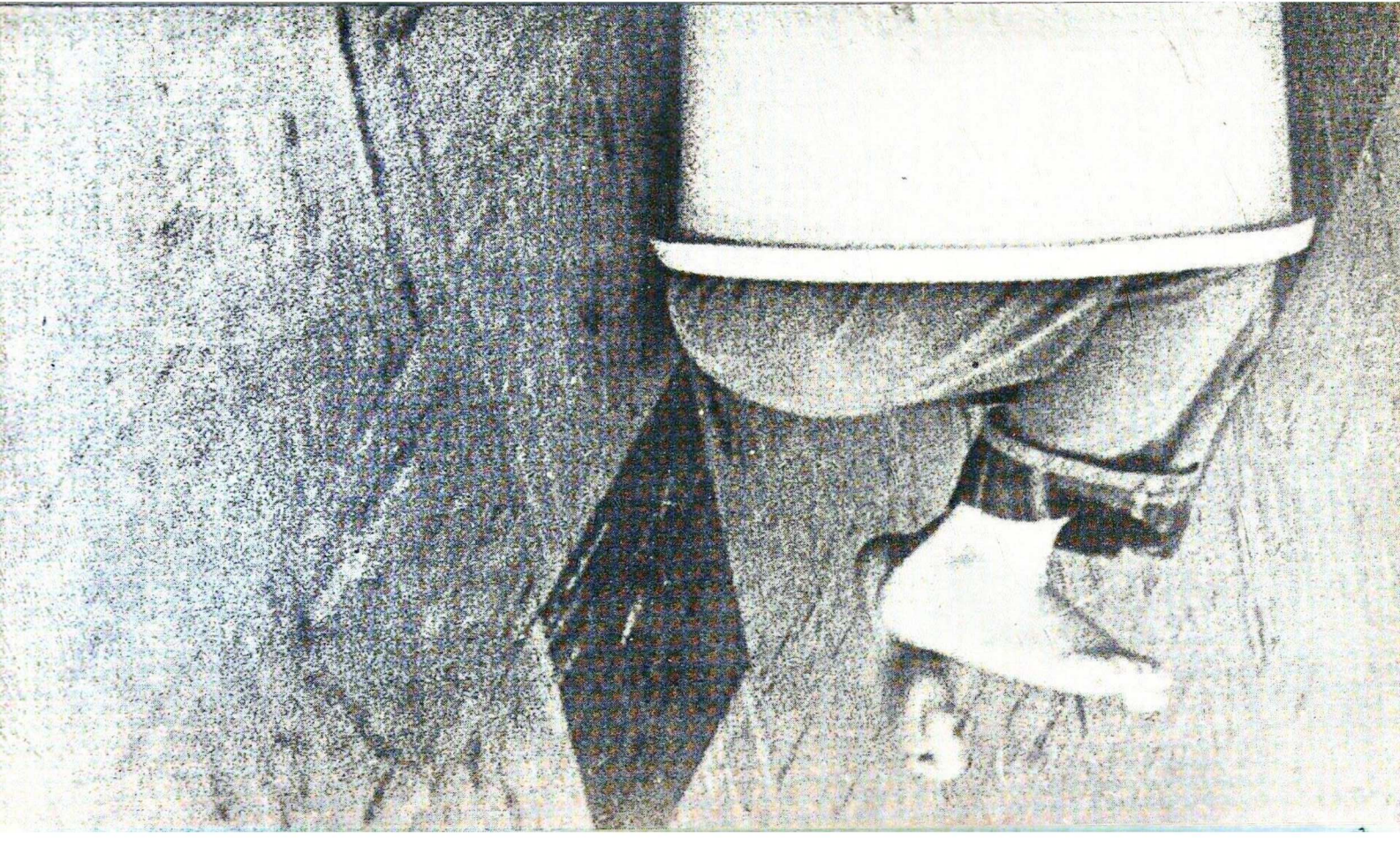
The more severe the event, the less frequently it recurs.

In the simplest and most efficient way, nature always uses her basic form—the triangle—to design all of her structures. A triangle is the only structurally stable polygon. Solid triangles—tetrahedrons—are nature's building blocks.





Children are enthusiastic planetarium audiences. Nothing seems to be more prominent about human life than its wanting to understand all and to put everything together.

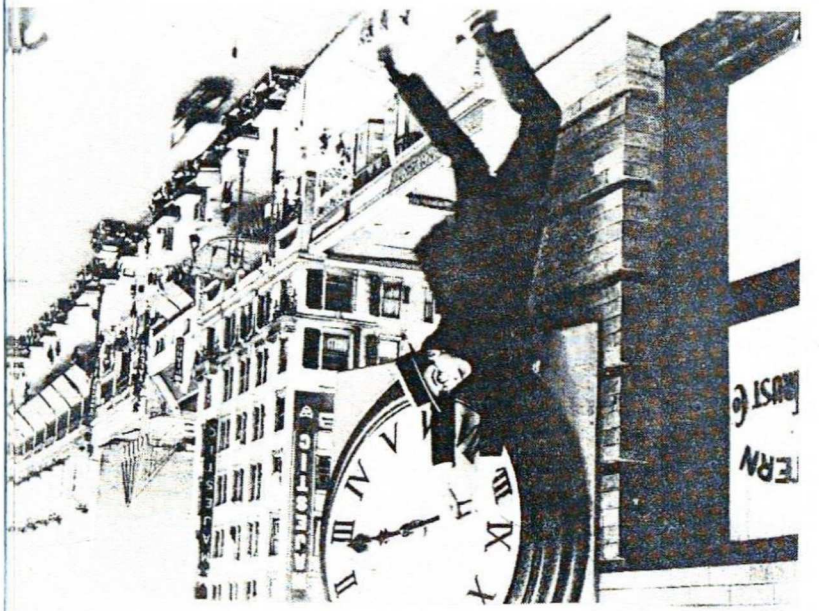


We tend to think only of *one side* of a line as definable, organized, and valid. *"Our side"* is "natural, right, and God's country." People see their respective rules as being natural, logical, good, and "the others' " as remote, hostile, treacherous.

"Let me tell you: I had 52 wives, and finally they were like 52 boots of poison. If I had to start over now, I think one at a time would be plenty." 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52,

ON. NATURE ALWAYS D

APPARENTLY GOVERNIN



Entering space will demand a comprehension and use of the universe's laws. Man will become a conscious participant in his own evolution.

Humanity is endowed with extraordinary capabilities. Only about one-half of the total brain is now employed.

FLASH

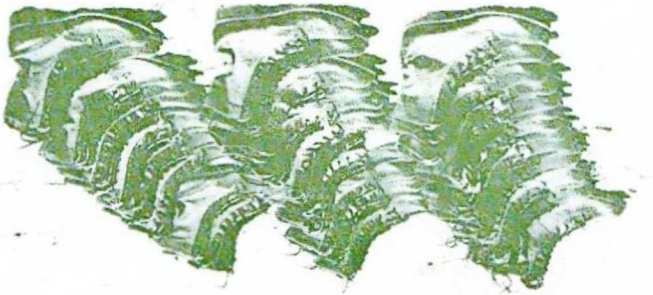
In an experiment, mice that had observed other mice fighting for 75 minutes had specific brain chemical changes and displayed aggressive behavior by clawing at their wire cages. Mice that had not observed the fighting slept or sat quietly. Researchers suspect that "the animal findings would also apply to man."

FLASH?

LL SPECIAL CASE EXP

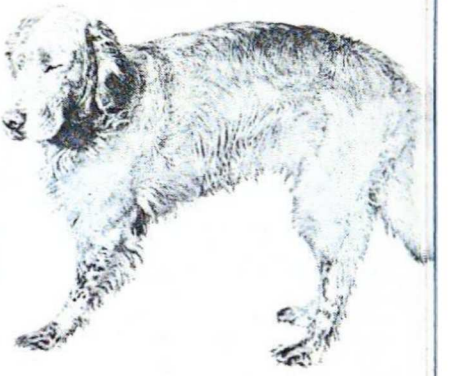
URE, LIFE-LONG POSI

"When they want something like gun control or peac
in Vietnam, the only thing they know how to do is writ
letters to television stations."—Saul D. Alinsky, militan
leader, discussing the "virtually disenfranchised" "mud
dle-class" society.



Because mathematics has fixed on the "square," the "cube," and
the 90-degree angle as the exclusive "unity," its "constants"
are irrational.

"Where do you live?"



"It's so easy to demonstrate at noc
and go home and see yourself on tH
six o'clock news."—*Dr. Buell C(
Gallagher, president, City College o
New York.*

ERIENCES. THINKING

D, ERGO, HIGHLY-SEC

should be "Hat's off!" to the inventor of clothing. He made possible for man—living literally by the skin of his skin—to travel and to live in hostile hot and cold regions. Clothing was man's first cultural and ecological transformation.

off the top of his head, a [young] man would be hard put to say exactly when his 1,000,000 individual hairs were pushing out through the top of his scalp—in color, in a pattern, at a preferred rate.

Because our educational system has taught us to think and measure in terms of squares, we have come to assume that a cubical house has structural integrity. But it hasn't. (Build a model with sticks and rubber joints and—see.) We often start out on all the wrong bases.

"What religion?" "What race?" "What nationality?" Today, these questions are considered logical. By 2001, it will occur that these questions are absurd, meaningless, illogical—anti-evolutionary. Elimination of each false premise brings about more and more wealth and more and more time to do the important things. We must fly by the generalized principles governing the universe and not by the ground rules, or the grind-him-down rules, of yesterday's superstitions.

? ? ? ? ? ? ? ? ? ? ? ? ? ? ?

? ? ? ? ? ? ? ? ? ? ? ? ? ? ?

Man is resourceless in outer space. Science must learn to make man a success.

The design and construction of a hydroelectric dam, the development and production of an antibiotic—both constitute conscious participation by man in the way he lives.

S THE CONSCIOUSLY DI

Y CULTURALLY PREFERR

I IS ANOTHER
-- Rimbaud.

In the early 1930s, Mr. Fuller designed and constructed a three-wheel, 11-passenger automobile based on aeronautical principles. It was 19½ feet long and could turn in its own length. "Fuller was able to obtain a speed of 120 miles per hour, using for power an ordinary stock Ford V-8 engine. He thus obtained from a 90-horsepower engine the quality of performance which, in an ordinary 1933 sedan, it was estimated, would have required an engine of over 300 horsepower."—"The Dymaxion World of Buckminster Fuller," by Robert W. Marks, 1960 edition, published by Southern Illinois University Press.

Experiment has invalidated most mathematics axioms *still* being taught in schools everywhere. The objective computer could purge man of his debilitating emotions of pride and fear, economic and social insecurity.

Science has hooked up the everyday economic plumbing to the cosmic reservoir. You will now have your cake and eat it. And eat it. And eat it. And eat it. And eat it. And eat it. And eat it. And

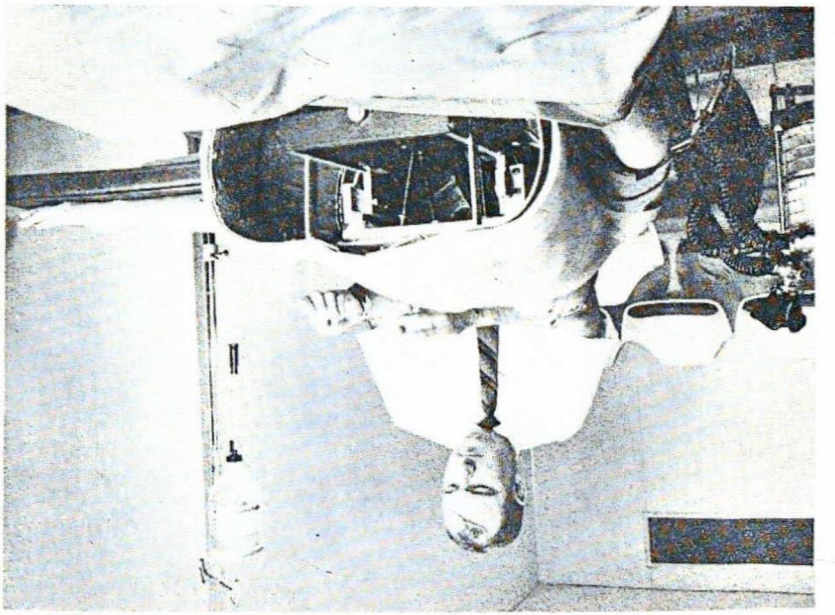
William O. Douglas, the Supreme Court Justice, would like only men 50 years or older drafted into the Army.

"I thought it was a drill."

—Comdr. Henry Urban, Jr., recalling first U.S. bombing strike into North Vietnam.

N HE IS IN A SOCIALL

SCIPLINED SEPARATION



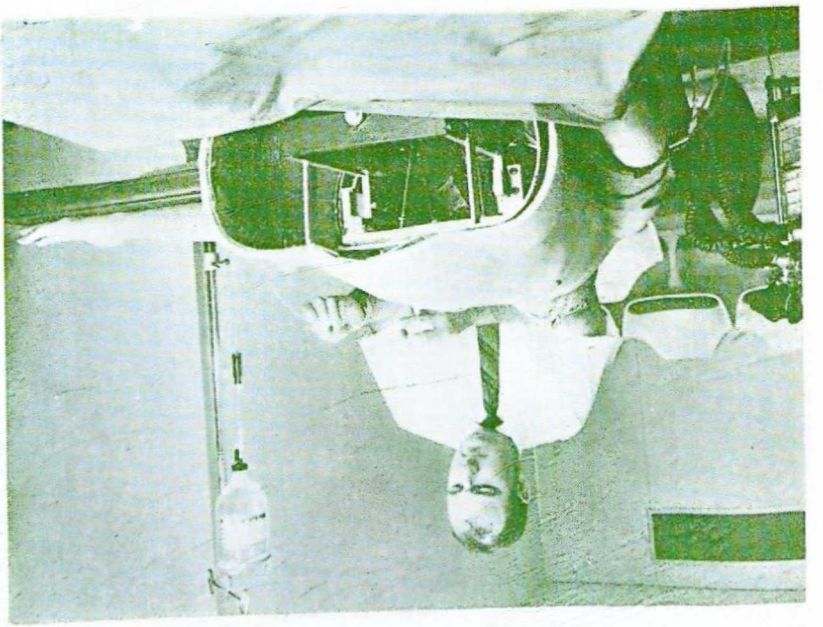
On May 9, A Great City Begins Moving Back and Forth Across the Atlantic.—Advertising headline for new Cunard liner, Queen Elizabeth 2. A New York hotel happens to have the same number of passengers, or occupants, and the same amount of private and public space as a Cunard Line steamship—yet weighs 18 times as much per usable cubic foot as the ship. Placed in the horizontal position of a ship, the hotel would be less than shipshape: One wave would break it into pieces. Design improvements are constantly being made on the sea and in the air—but not where you live.

You can now buy a souvenir A-bomb. It makes a flash, a bang, and produces a mushroom cloud of smoke. It's of course made in Japan of course.

Your thumb may be the only credit card you'll ever need. Prints will be identified by computer and you will be able to charge everything anywhere.

OF RELEVANT FEEDBACK

M FEEL THAT IN RETUR



A portable dome could travel with motion pictures using omni-directional projections.

"Since pioneer days, the wolf has symbolized evil, backwardness, and the need to conquer the wilderness. Although none of these notions is entirely valid, wolves have all but been exterminated throughout the U.S.—and with them has gone the wilderness whose virtues are so needed in a deteriorating national environment."—H. ALBERT HOCHBAUM.

British Paratroops Sail for Anguilla

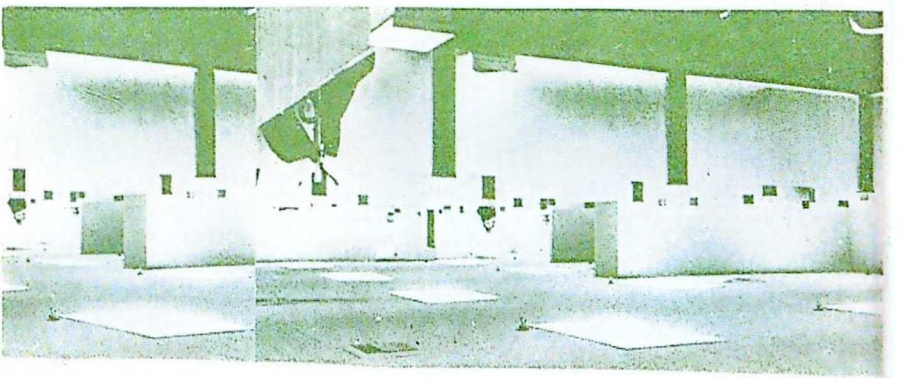
In early 1969, the unincorporated one-acre town of Podunk Center (Iowa) was deserted and being offered for sale for $7000.

An attractive 19-year-old brunette clerk appealed to authorities in line-shy Britain for a telephone when she found that boys had lost interest in her when they could not phone her.

FROM IRRELEVANT FEED

SLAVERY BY MAKING HI

"Businessmen" are naturally eager to prolong the earnings of profitable machinery investments. They dislike inventors, who make their machines obsolete. Businessmen were powerful enough to persuade society that inventors were screwballs. All that is changing. Businessmen now find change profitable. Inventors are, at long last, becoming respectable.



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All passengers on motor bikes in Saigon were required to ride sidesaddle. It's harder to throw a firebomb that way.

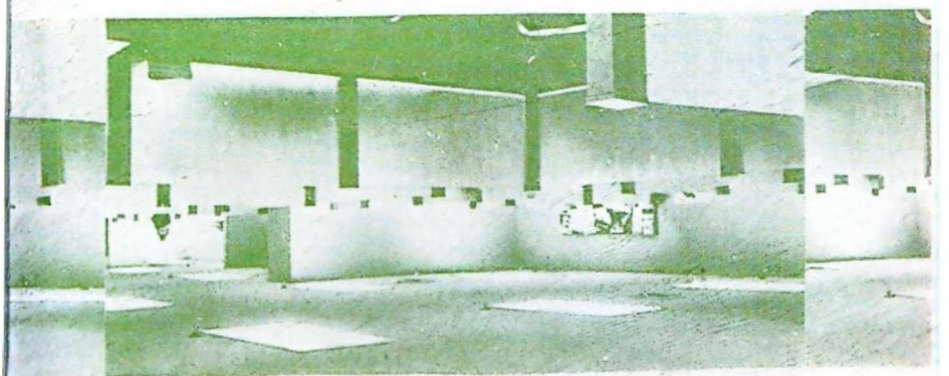
Engineers and architects perform their arts only when a client hires them.

When the "world works," you will be able to come and go as you please. Freedom will not be mutually exclusive.

ACK. GREATEST SINGL

D INTO ACCEPTING HI

A Negro boy living in a city has only a 10 per cent chanc
of not being arrested for a nontraffic offense. A crim
researcher believes also, that the average American bo
now 10 years old has only a 50 per cent chance of n
being arrested in his life—and only a 40 per cent chanc
if he lives in a city.



The Pharaoh said to the doctor, "Doctor, give me that pink stuff."

The doctor said, "Pharaoh, I think the pink stuff is the wrong stuff."

The Pharaoh said, "Give me the pink stuff!!!"

The doctor did.

They put the living doctor into the tomb with the dead Pharaoh.

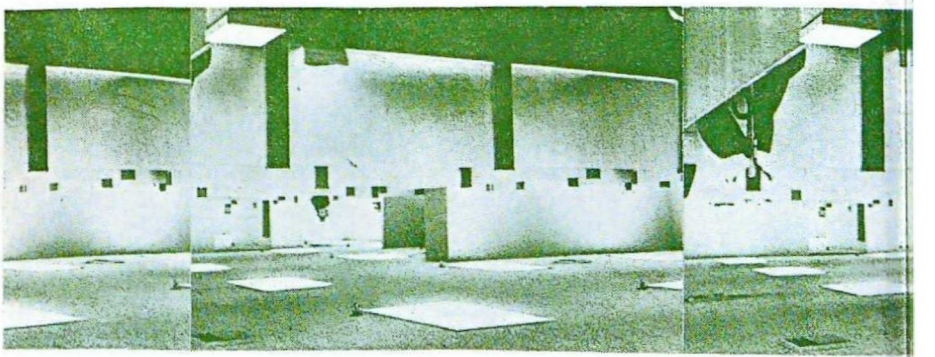
***"A guitar's all right, John, but you'll never earn yo living by it."*—John Lennon's aunt.**

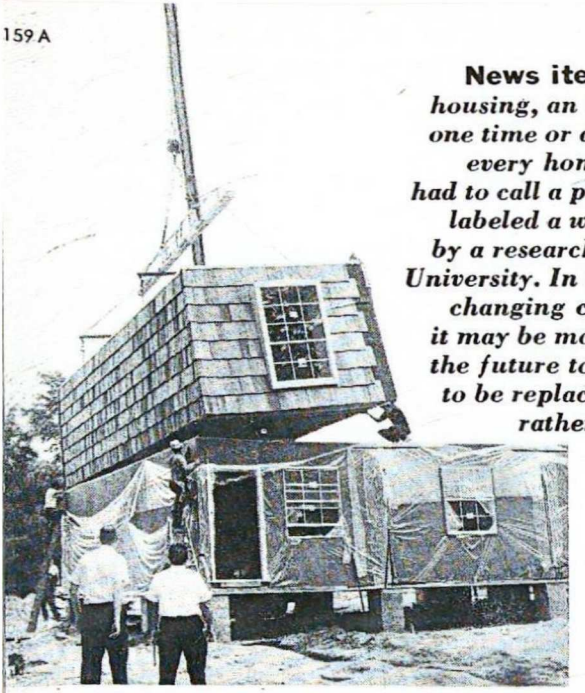
Four men were convicted in Chicago of using the mail promote prostitution with a credit-card plan that the Goo ernment said was a $300,000-a-month operation.

E REVOLUTION IN HUM

E "EXPERT" IS FOOLE

Despite all the publicity about a cultural explosion, only bout three per cent or four per cent of the population em to have much real interest in the arts."—*Charles igels, Friend of Atlanta Arts Center, which found the ing rough after lavish opening.*



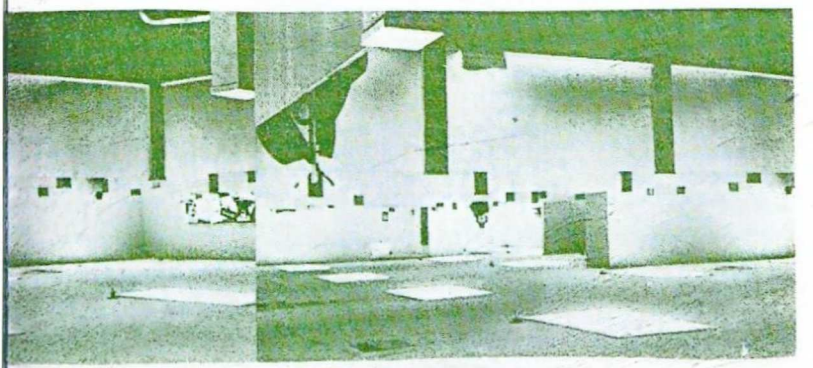


News item: *"Discardable housing, an idea cherished at one time or another by nearly every homeowner who has had to call a plumber, has been labeled a wave of the future by a research team at Cornell University. In a mobile, rapidly changing consumer society, it may be more economical in the future to design products to be replaced systematically rather than repaired."*

AFFAIRS HAS BEEN A

OF SLAVERY WHEREIN

Newton: "I do not know what I may appear to the world; b
to myself I seem to have been only like a boy playing on the se
shore, and diverting myself in now and then finding a smooth
pebble or a prettier shell than ordinary, whilst the great ocean
truth lay all undiscovered before me."

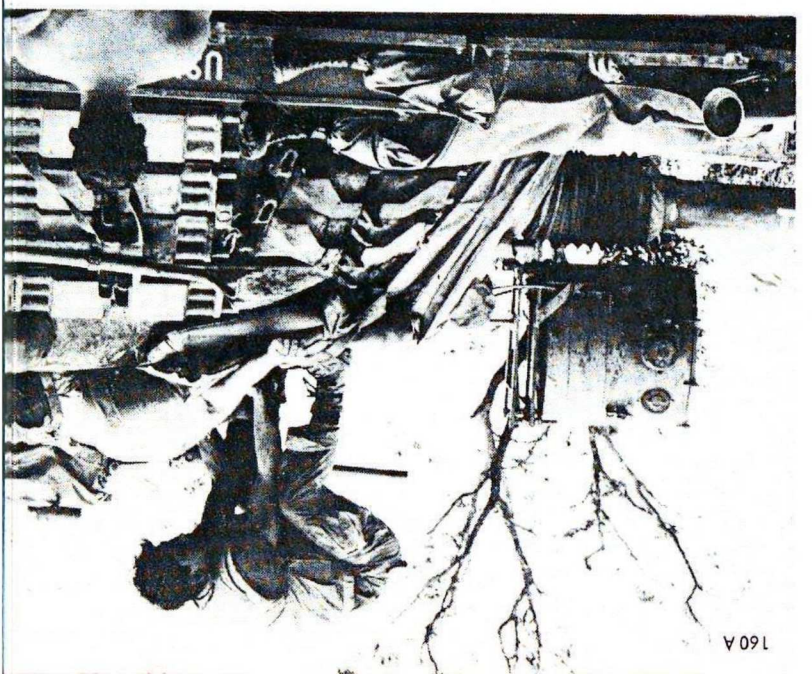


"...that the rate of progress is such that an individual human being of ordinary length of life will be called upon to face novel situations which find no parallel in his past. The fixed person for the fixed duties, who in older societies was such a godsend, in the future will be a public danger."
—Alfred North Whitehead.

Quite clearly, getting people everywhere to understand why what's happening must have the highest educational priority if we are to survive. Even the old gray *mer* ain't what she used to be.

ONLY A FANCY FORM

SCENDANCY OF INTELL



160 A

"What every parent should know" is as important a text as "What every child should know." Since adults pump "facts" into the brainpans of their impressionable young, they should recognize the dangers of information pollution. "Upstairs." "Love is just around the corner." "Santa Claus is coming to town."

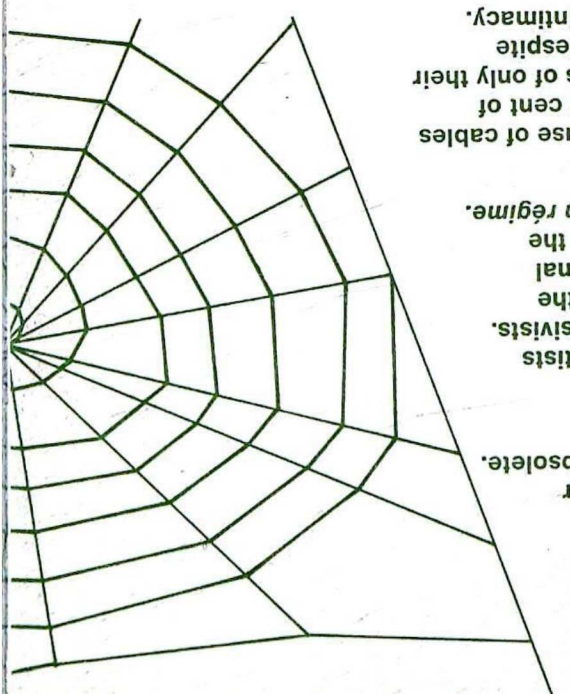
In 85½ hours of network television in mid-1968, Christian Science Monitor monitors counted 84 killings and 372 acts or threats of violence.

"M'Toto was a trouper until the end. We had a beautiful funeral."—*Ringling Bros. mourner, on the death of 38-year-old avid television watcher and the oldest captive gorilla.*

If parents speak their native language properly and effectively, and with joy in an improving vocabulary, there will be a very favorable effect on their child. Inadequate speech patterns tend to inhibit the brain capabilities of a six-year-old.

CT'S INTUITIVE MASTE

TIME. SPECIALIZATION



Before the invention and use of cables and the wireless, 99.9 per cent of humanity thought in terms of only their local turf. They still do—despite today's communications intimacy.

The most advanced scientists are becoming comprehensivists. Overnight, 90 per cent of the overspecialized professional teachers have been left in the pigeon holes of the *ancien régime*.

Our armies of Ph.D.s —hard-working, de luxe technicians with suppressed imaginations —are disarmed when their specializations become obsolete. Aardvark.

"It's even crazier for me to make this trip —I'm not even pregnant."

RY OVER THE PHYSICAL

PECIALIST -- JUST IN

Extinction occurs when the overspecialized species is confronted with a major surprise, an evolutionary event with which its specialization (won at the cost of general adaptability) cannot cope.

"The word must have spread that I am a soft grader."
–Former Vice-President Humphrey on learning of great student interest in his professorship at The University of Minnesota and Macalester College.

Universities perpetuate specialization. Society assumes that specialization is natural, inevitable, and desirable. The computer obsoletizes man as specialist. We might as well go out and breathe the air around Tom Paine.

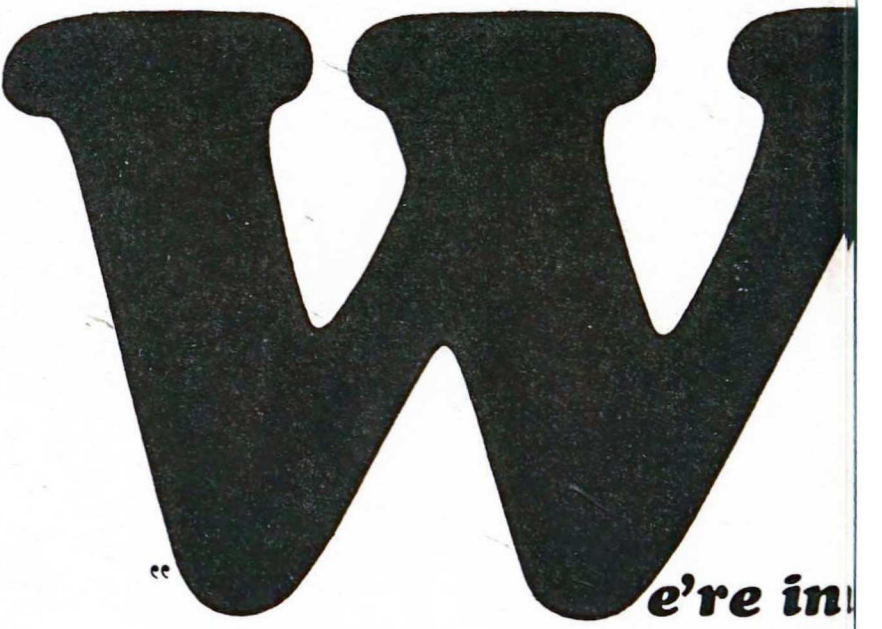
Commute-licht. It's being suggested that big-city daily newspapers would diminish in size if there weren't long-distance train commuters. City dwellers simply do not have the time to read all the news that's fit to print. Newspapers are a time-killer, as schools are now child-sitting and hot-lunch programs.

UCTION AND CONTROL S
BUT ALL THE IMPORTAN

A New Jersey lawyer sued the photographer at his wedding, saying that pictures of his bride were so bad that "neither they nor a story about the wedding could be submitted to any newspaper," and that the lack of publicity "had diminished his income."

In the next decade, society will be preoccupied with The Child. Through the behavioral sciences and through the study of how the brain functions, it has been learned that the child is born with intelligence and curiosity. In his educational development, he need only to be given the right environment and the right answers to his questions.

Man is born a wise child. One reason humanity loves its children is that the children start off with such potential. Raise high the roof beam, carpenters.



"e're in
revolutions and the old
changing consciousness are
magic, to psychic life...
er's a hallucination? The
Sheriff Rainey, Time mag-
it's all a hallucination. No
saying that's real. All pub-
anybody can write the
The warfare's psychic now.
guage, the images, controls

". . . lucky cocks for whom
the audible-visible-gnosible-edible world. . . ."
JAMES JOYCE, FW 88

science fiction now. All the methods and techniques for bankrupt. We're back to Don't you know that pow-civil-rights movement, azine, McNamara, Mao— one can get away with lic reality's a script, and script the way he wants. Whoever controls the lan-the race." —ALLEN GINSBERG,

in a two-part profile by Jane Kramer, The New Yorker.

It soon will be possible for children to go through life with all the beauty, metaphysically and physically, with which they were endowed.

Every child is interested in the universe. His questions are universal—and usually impossible or hard to answer. Development of specialization has been either the result of "forced feeding" or inbred talent; two musician parents tend to produce musician children.

On television, the interviewer asked Dr. Milton Friedman, University of Chicago economist, "How can we improve the incomes of the poor?" *Dr. Friedman:*

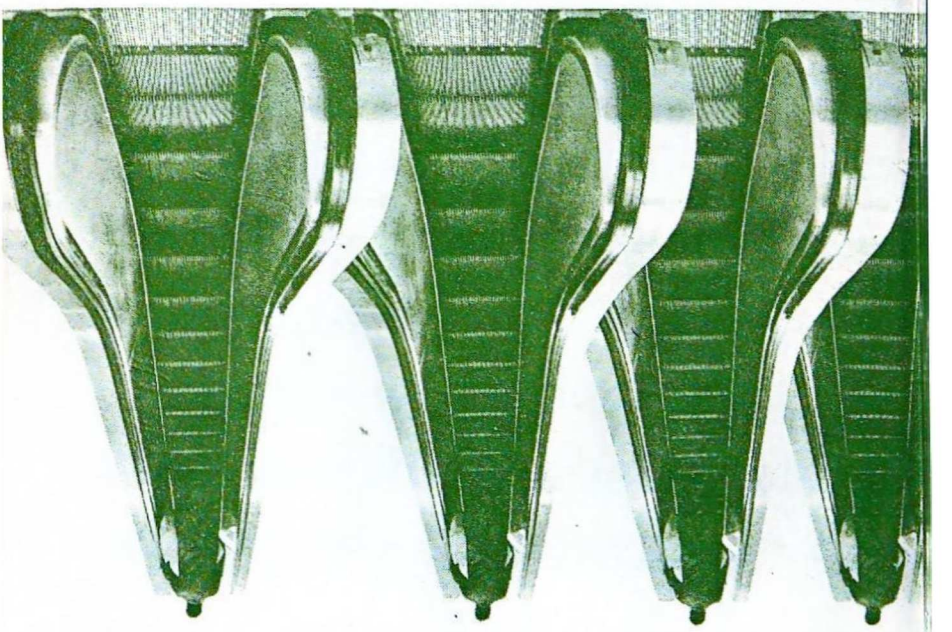
"Give them money."

On television, the interviewer asked Albert Shanker, president of United Federation of Teachers, "How can we improve the situation of the poor?" *Mr. Shanker:*

"Give them money."

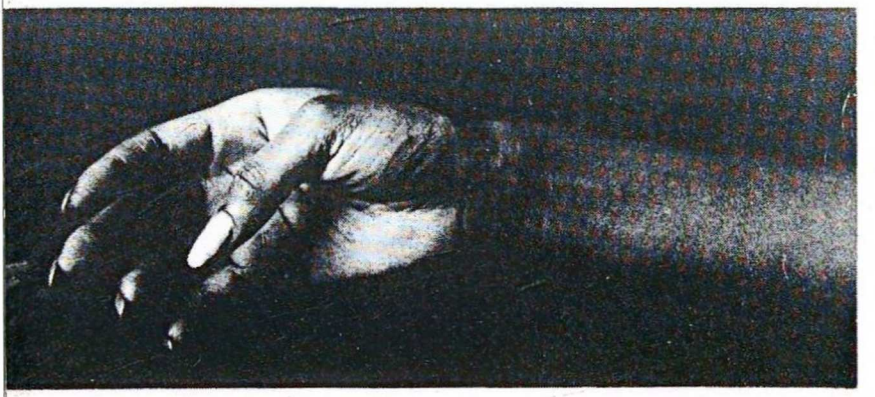
T CRITICAL EVENTS RE

ETE AS PHYSICAL PROD



Only inadvertently has humanity been saved from extinction. The surprise factor that is saving us is a fallout from the weapons-support system. The new fallout technology—automation—is propitiously displacing man as specialist.

Big business will cease lobbying for tariffs when the world has become its marketplace. All the world's a checkout counter.



ALIZING THAT REVOLUT

N HAS MADE MAN OBSOL

"I want music, not tears."

—Mother of five, who selected rock-and-roll records she wanted played at her funeral—then committed suicide.

The F.B.I. reported that shoplifting had increased 93 per cent in the United States between 1960 and 1966.

How DO we know that the people we meet are not computers programmed to simulate people?

"Every perfect traveler always creates the country where he travels." —Nikos Kazantzakis.

Apparati developed for moon voyages will be adapted for domestic use. "Rocket it to me."

Advanced technology developed for war "falls out" into the home economy about 25 years later. Electric generators, steam boilers, electric lights, radio, oil burners, refrigerators, and air conditioners were all developed for battleships, for example.

The adaptations developed when contractors who had produced the advanced technology found themselves "all dressed up" with the tools, the scientists, and the skilled workers—and no "defense" contracts. The home market became an unexpected bonanza.

Desalinization has been possible in the Navy for half a century. It is now being piped into the home economy.

Progress may be war's most important product.

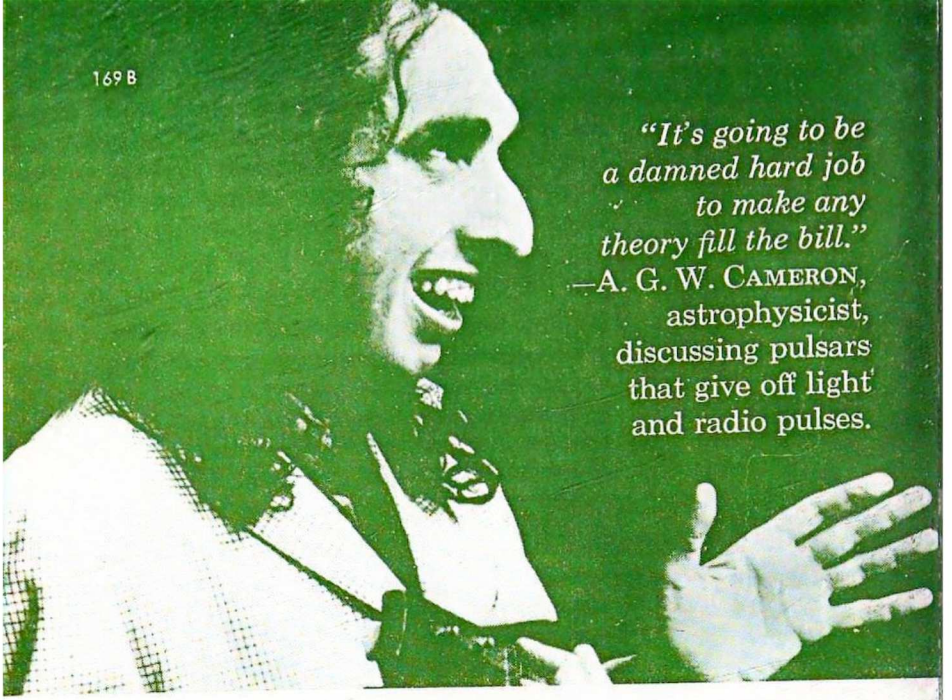
"For a while, I would just like to sit in the shade with a glass of wine in my hands just watching the people dance."

—Adlai Stevenson, just before his death.

UR LUNCH?) AUTOMATIO

ION JUST HAPPENS. ON

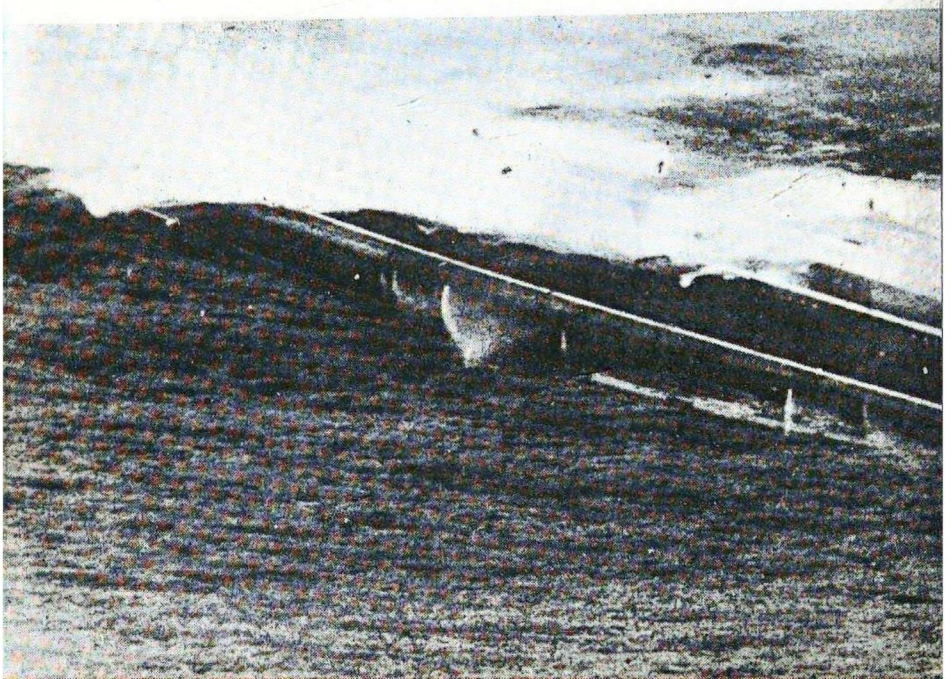
169 B



"It's going to be a damned hard job to make any theory fill the bill."
—A. G. W. CAMERON, astrophysicist, discussing pulsars that give off light and radio pulses.

AT'S HAPPENING TO YO

LY THE IMPOSSIBLE HA



"We're telling the chef to surprise."
—Mrs. Richard M. Nixon, commenting on dinners in the White House.

PPENS. PROBABILITY U

S HAD AUTOMATION. WH

A GIFT

Society is vulnerable because it places too much confidence in educational concepts that we are learning are unsound.

"I do not understand how people can respond to a painting, to music, to an idea, and yet go into the street and ignore the first beggar who comes up to them."–*Isabel Luisa Alvarez de Toledo y Maura, Duchess of Medina-Sidonia, controversial antagonist of Spanish regime, talking with Richard Eder, of The New York Times.*

"What do you ask a 60-year-old man? You ask him if he wants his wheelchair facing the sun or facing away from the sun."—*24-year-old President of U.S. in film "Wild in the Streets."*

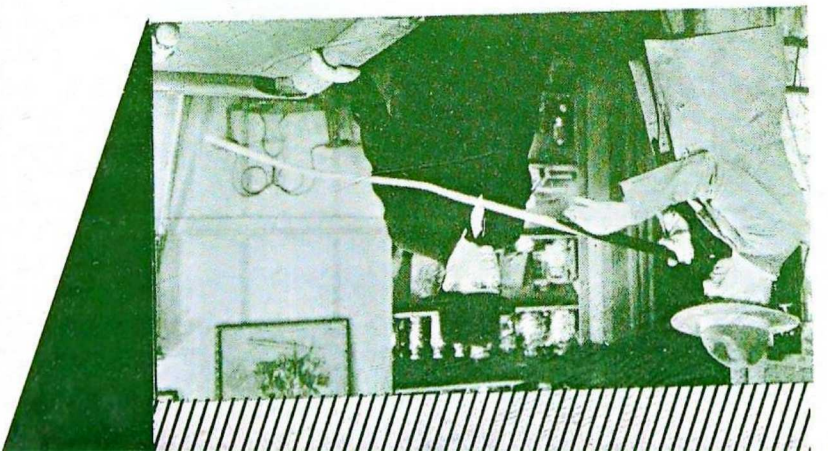
World industrialization was modeled on the assembly lines that built ships.

General systems theory originated with the design of ships and circumnavigation.

NRELIABLE. TO EACH O

DREAMS. (WE'VE ALWA

Any sufficiently advanced technology is indistinguishable from
—Arthur C. Clarke's "Third Law."



"What the **hell** are we making these computers for, if not to free people?"

"Desalinating sea water costs too much" never faces the question of what it would cost if we were to run out of rain water. But since there's always money for war, any ad man or PR man worth his salt should be able to work up a campaign charging that sea water is Communistic—an enemy of the people—and should be immediately liquidated.

The economic complexity of "the cold war" forced U.S. military leaders to develop computers.

The Geoscope—a rotating, miniature Earth, 200 feet in diameter—could be suspended 200 feet above the East River by invisible masts. Its top would be on a level with the top of the nearby United Nations Secretariat. Completely computerized, with 10-million light bulbs constantly flashing, the Geoscope would reveal at a glance where the world stood at any moment in resource.

D ALL OUR NEEDS AND

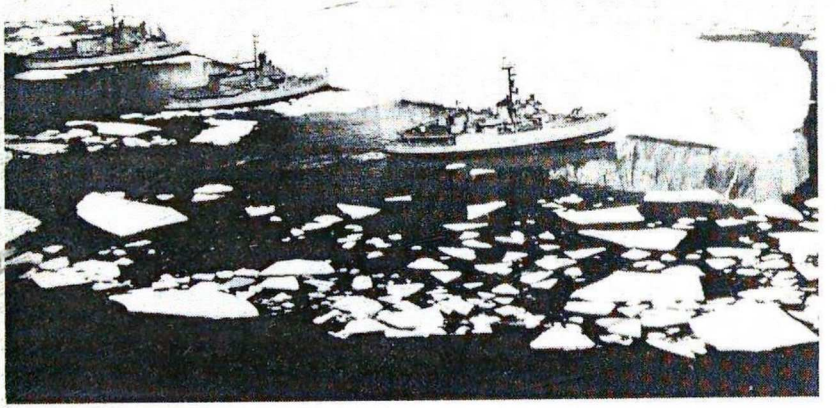
F US ENVIRONMENT IS

ippies and beatniks have been banned from Turkey. *"These are people who have no money, are badly dressed, and use narcotics."*
—Dr. Faruk Sukan, Interior Minister.

at would you do if your sister had to marry someone in the offset printing business?"
—ADVERTISEMENT.

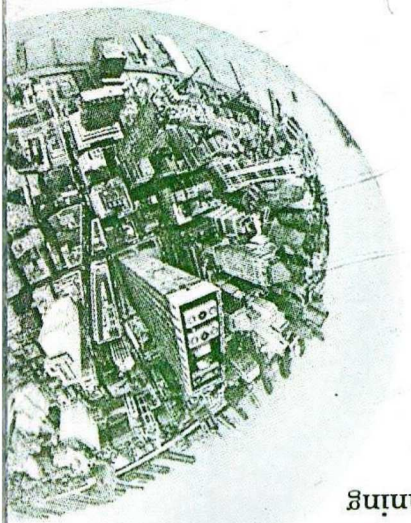
"I'm going to stay in New York until it becomes unbearable. Then I'd like to move to an island somewhere, get married, and have kids."

Axioms are not axiomatic.



EVERYTHING THAT ISN'
PRODUCE WEALTH BEYO

When fully automated processing of information is centralized in a few midtown buildings, today's deluxe office buildings will be converted into apartments.



Heaven?
We want love and meaning now."

173 B

"I'll be so

damn glad

when January 20
gets here."—LBJ AIDE.

A system is a local phenomenon in the universe that is geometrically definable because it returns or closes upon itself in all directions.

Our beds are empty two-thirds of the time. Our living rooms are empty seven-eighths of the time. Our office buildings are empty one-half of the time. It's time we gave this some thought.

"Words are a terrible straitjacket. It's interesting how many prisoners of that straitjacket resent its being loosened or taken off. There's a side to the human personality that somehow senses that wherever the cosmic truth may lie, it doesn't lie in A, B, C, D."

—STANLEY KUBRICK.

ED.) AUTOMATION CA

" ME. " NEW, PHYSICA

In 1853, United States Review predicted that electricity and automatic machinery would so transform life and relieve mankind of drudgery that, within 50 years, "every man will have electric communication laid to his own house... machinery will perform all work—automata will direct them. The only task of the human race will be to make love, study, and be happy."

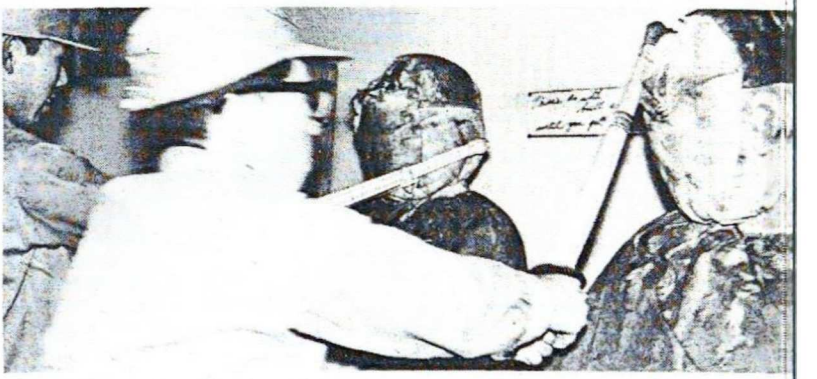
The world's great cities were built around caravan and ship routes. Electric energy enables us to build anywhere.

Cities floating in the air or on the ocean are now real possibilities.

In answer to the question, "**What do you want to be?**", one third-grader wrote: "I would like to be myself. I tried to be other things, but I always failed."

Everything is perpetually moving in the direction of least resistance. By designing the environment, we should be able to move in preferred directions.

The most important man on Earth will be the man who best unde stands and channels the natal capabilities of all men.



TGIF. In Matsushita Electric self-control room, employees dispel work-induced men stresses by beating dummies of foremen with bamboo swords.

"I'm not at all embarrassed to be a revolutionary."
—CHARLES DE GAULLE

LLY UNCOMPROMISED M

ION, HIGHLY AUTOMAT

ry more than you can practice dying."

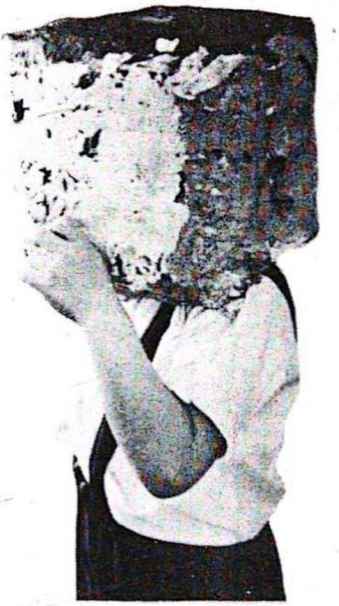
POWER

You can't practice the exercise of.

All the history in the world doesn't make any difference if the Russians decide to bail out their clients."—Professor John P. Roche, arguing that problem-solving was not subject to rehearsal or simulation.

nitiative can neither be created nor delegated. It can only spring rom the self-determining individual, who decides that the wisdom f others is not always better than his own.

"What is soul? ***It's like electricity—we don't really know what it is, but it's a force that can light a room."*—Ray Charles.**



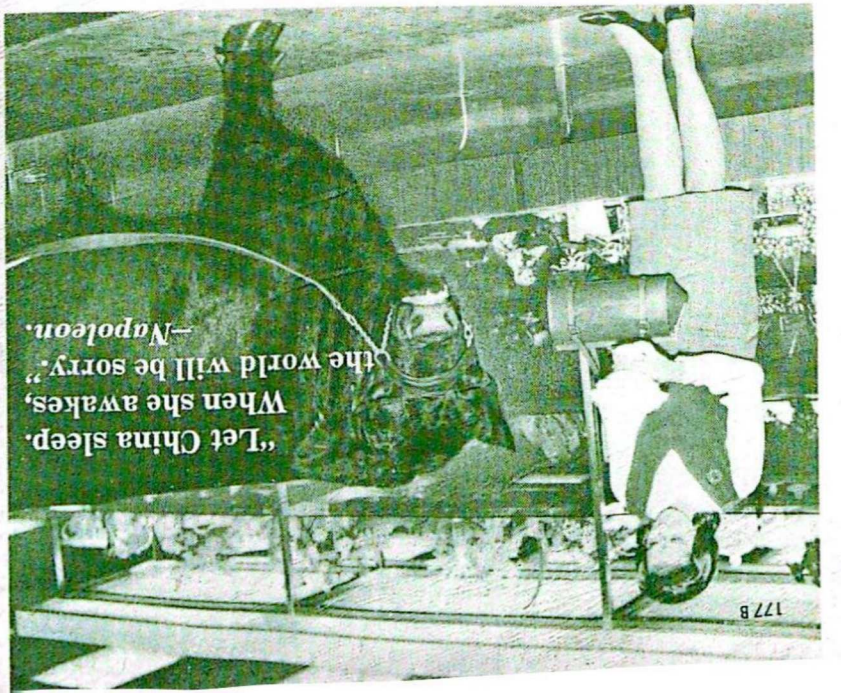
"Don't sit around and tear comedy apart. It is like a fine watch, and you'll never get it together again. And don't ask me why people laugh —that's the mystery of it all."

—Stan Laurel.

"Actually, I felt like packing up last year, but it was just a feeling that passed."—Mick Jagger.

TAPHYSICAL INITIATIV

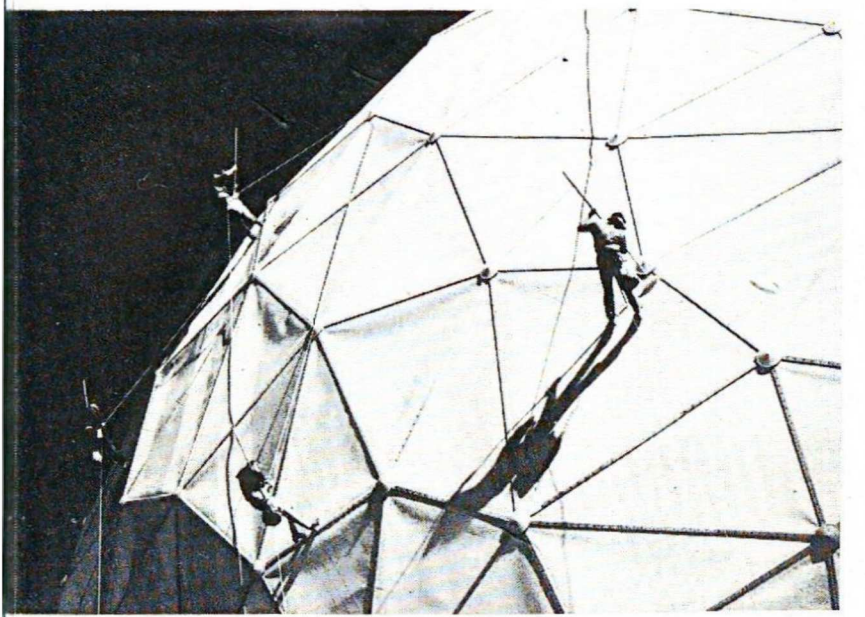
PRESSIVELY MODERN NA



As you go to sleep, you often think of questions you had thought of earlier in the day—and—and—let's see now—thought of earlier in the day and—oh, yes—forgotten. This is also feedback.

CHINA MAY BE MOST IM

E OF UNBIASED INTEGR



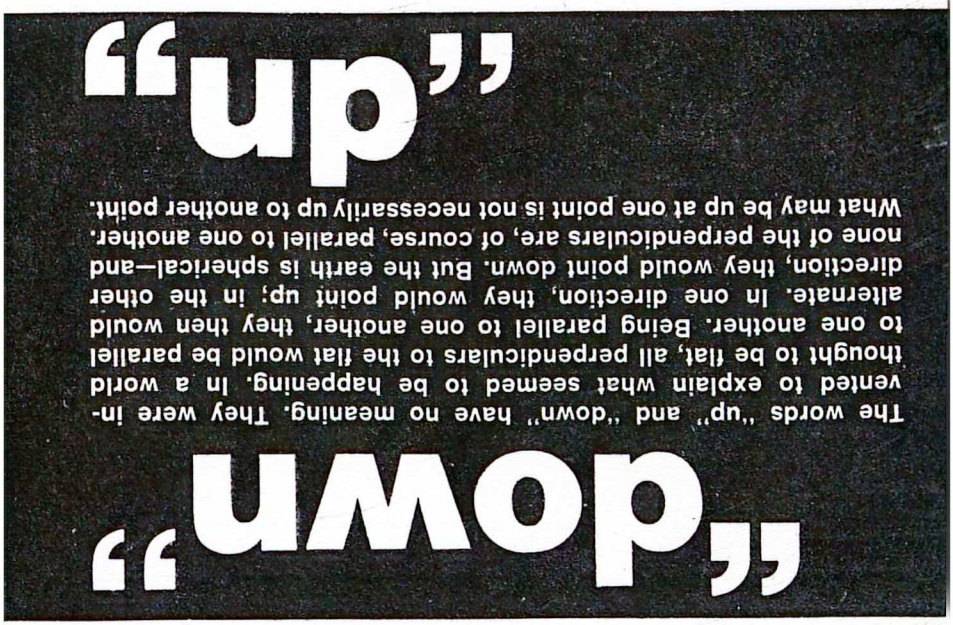
China started her modern industrialization at the automation level. She started with computers, fission, transistors, jets—not "Flying Jennys" or "Mustangs." And she started with a three-to-five-millenia-old philosophic sophistication that had originated industrialization with its emphasis on less-is-more.

The more customers you have, the more you can spread the cost, the lower your prices can be, the quicker you can amortize your investment. If present patterns continue, China will be fully automated by 1975—and will have the most customers.

"We don't want a chemical plant. The chemical industry is too automated. We need assembly-line type operations, long rows of tables with women across them face to face."
—Lament of community-minded problem-solver concerned with unemployment in Brooklyn.

AUTOMATON. (BY 1975

ITY COULD UNIFY WORL



"I'm really too old for this." —28-year-old pilot climbing into his helicopter gunship in Vietnam.

Because they have so much less to unlearn, young people have a great advantage over their elders. They recognize, to take an easy example, that the water and the air belong to everyone and that water pollution and air pollution are a world-around problem. They recognize that the world's resources belong to everyone, not to the nation that just happened to have had a dinosaur die in it.

"I've got to have my dreams, too, you know." —38-year-old father, tugging at his $1.50 New York Yankee cap and chucking knuckleballs to his butterfingered six-year-old son in a sandlot.

"I don't intend to live on $30,000 *a year."*
—President Nixon-appointee.

X MACHINE -- A SLAVE
D. IT COULD AND PROB

outstairs

instairs

In circumnavigating, the captain didn't move around rapidly enough to "see" what was really "up." But the aviator rapidly realized that the "four corners of the earth" was a square idea. He knew that when he was in a position that was called "upside down," he wasn't really upside down. He had to have exact language for his experience. The aviator comes "in" for a landing, and goes "out." We go in toward various masses in the universe and we go out from them. We go instairs and outstairs.

"It is unbelievable what a burden genius is."

"I'd *like* to be Vice President."—*Julian Bond, on being nominated at Democratic national convention.*

"The truth of a thing

is in the *feel* of it, not the *think* of it."

ABLY WILL BE PROVIDE

PLE MUSCLE AND REFLE

Cities, as we know them, are urbsolete in respect to yesterday's function as warehouse and trading post. Trying to rebuild cities to make them accommodate the new needs of World Man is like trying to reconstruct and improve a wrecked ship as it rests upon a surf-pounded reef. The great cities, like New York, Paris, London, Tokyo, will turn into universities as automation replaces the humans who function only as automatons.

The computer is an imitation human brain, but its capacity, speed of operation, and tirelessness, as well as its ability to operate under environmental conditions intolerable to the human anatomy, make it far more effective in performing special tasks than is the human brain minus the computer.

"Any of you who can't SHOUT in a company president's FACE and MAKE him BUY might as well LEAVE now. You WON'T be around LONG anyway."—*24-year-old executive.*

D BY THE UTTERLY IMP

AN THAT OF BEING SIM

"You go around looking for love and somebody hits you in the face. Well, it hurts. You keep feeling the fist... Maybe people over 30 stop feeling the fist."

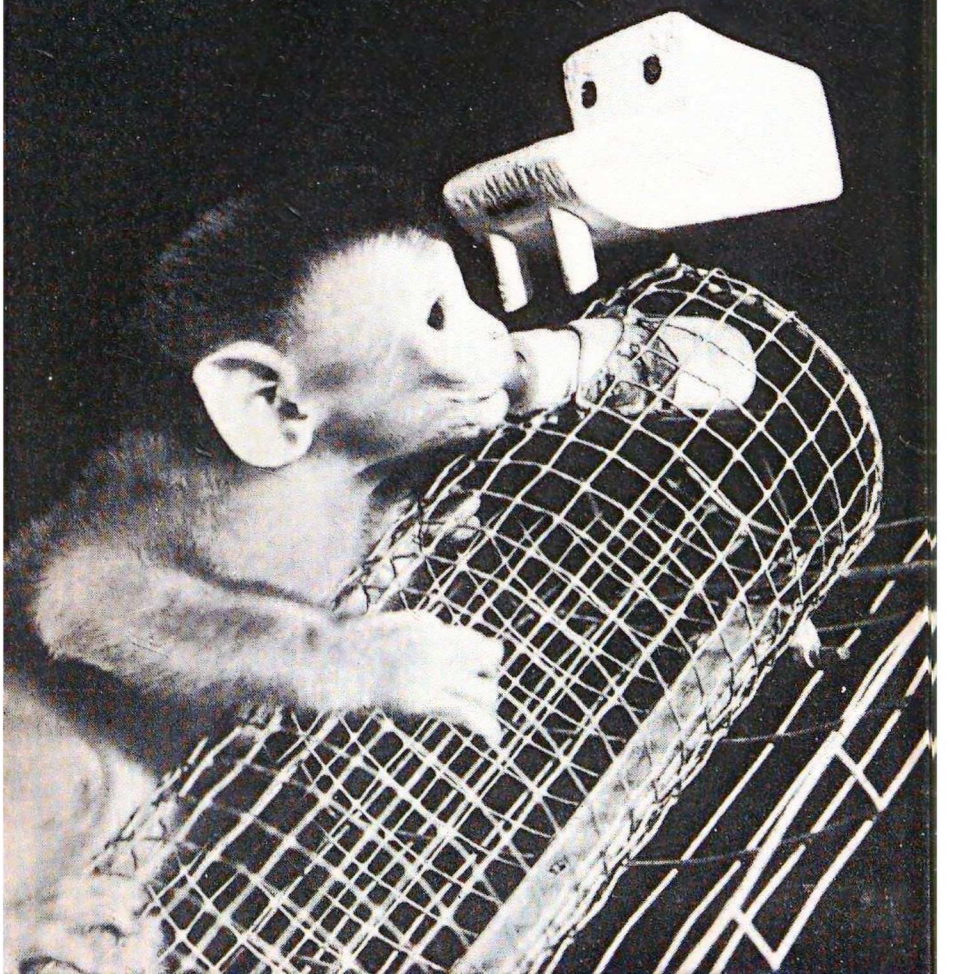
"Do they?,"

Mary asked me.

"I don't think so," I said. "We've just learned to duck sooner."

It is estimated that eight of every 10 underground newspapers would fail if a few phonograph-record companies stopped advertising in them. Headline: "MAY ELIMINATE YOUTH AIR FARES"

"Never
once
did
anyone
ever
make
it
clear
what
I was
being
educated
for."
—Paul McCartney.



A new technology—microelectronics—reflects the trend in the computer industry to cram more and more electronic gear into a smaller and smaller space—making circuits faster, cheaper, more reliable. This momentous advancement in circuitry design is causing important and shattering changes in the computer industry.

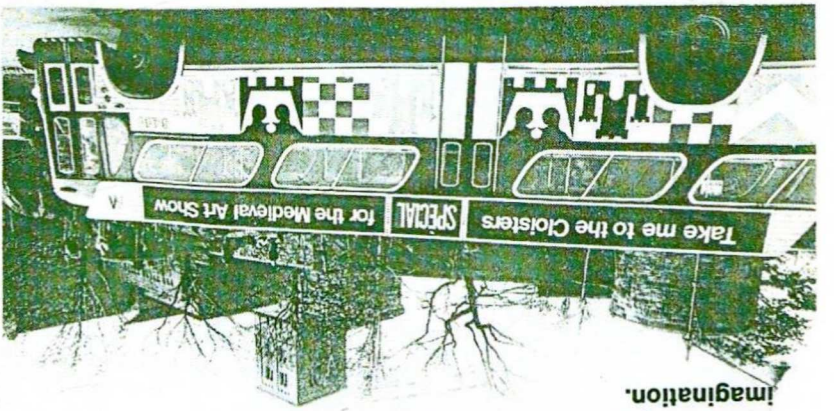
A transistorized electronic computer can—in one minute—print out the solution to a problem that a decade ago would have taken two years to solve if every educated person on Earth worked full time on the calculation. The computer's impartial solutions are acceptable to those who suspect the counsel of long-haired, eggheaded specialists.

Two days after his one hundredth birthday, D. Frank Dakin, of Somers, N.Y., received a patent—his fourth—for metal forms for concrete.

"The kid got cold feet and got on a plane. The wedding is off. It isn't postponed. It's canceled."—Ex-prospective father-in-law.

ERSONAL PROBLEM SOLU

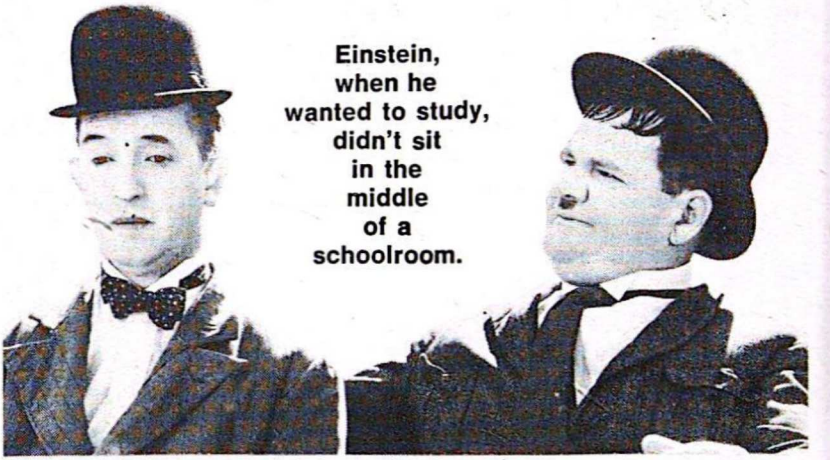
H GREATER DESTINY TH



Automation makes possible instant synchronization of numerous operations, ending the old mechanical pattern of setting up operations in lineal see-quence.

Computerized technology can produce the specially designed and custom-built at the same cost as the mass-produced can be achieved by assembly lines. The only limits on production and consumption will be the human imagination.

"You just leave your brains at home and work out of habit."–*Assembly-line worker.*



"What'd you just drop? Oh, it's just the manuscript."

TIONS OF MAN'S ANTIB

AT MAN FULFILL A MUC

3M announced that it had a new process for enclosing microscopic droplets of water in waxlike capsules. If you have an idea what to do with microscopic droplets of water in waxlike capsules, 3M says it would like to hear from you.

"I wonder what you'd look like dressed..."–Maureen O'Sullivan to Johnny Weissmuller, in *"Tarzan the Ape Man."*

Chimps Could Run Factory, Prof. Says

When automation frees all workers, we will be able to ask, "What was it I was thinking that fascinated me so, before I was told I had to do something else in order to make a living?"

"We are educating our computers faster than we are educating our young people... we are still not doing enough to prepare our youth to do what computers can never learn to do."–*Sol Linowitz.*

The old world of architecture was simply self-expression. We have the task of making man a success.

"If it hadn't been for the genius of RCA chairman David Sarnoff, no one would have ever heard of me."—Frank Sinatra.

"The future will be work-shy. People are made for singing and dancing and interacting with others."–*John Morgan, British television producer of program suggesting that the 21st century will be shaped by present patterns in California.*

ODY, THE COMPUTER. O

APPARENTLY INTENT TH

"When I sit down now, my mind runs toward more poetic concepts. It may be the end of me."—James Webb.

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It's being suggested that we have a de-generator gap, rather than a generation gap. Today's young adults watched too much television—the medium—when they were young and didn't get enough sleep. Now they're exhausted, physiologically worn out, too tired to do much.

Many children see thousands of airplanes before they see a bird, yet their first books are full of cows and pigs and Farmer Brown—yesterday.

NLY TO THE COMPUTER

IESCE. EVOLUTION IS

Spaceship Earth—8000 miles in diameter and spinning at 60,000 miles an hour in orbit around the mother ship, our nearest star, the Sun—is a mechanical vehicle, just as is an automobile. Putting oil and gas into your automobile helps you develop a thermodynamic sense. Of course, all machines must be kept in running order.

"After all, Sirhan isn't the kind of person who'd go to a hotel like the Ambassador."

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"How to Make the World Work" is a computer program under way at Southern Illinois University. Data are fed into the machine's memory bank: What resources are available?, Where are the people?, and so forth. Essence of the program: Making every man a world citizen, able to enjoy the whole Earth at no one's expense. One happy goal: Lots of beautiful shade trees for everyone.

"I don't think more than a few bars ahead."—Mick Jagger, discussing his future.

"Why don't I send you any news about our books? We don't have any news."—*Publicity director for major paperback publisher to news reporter.*

Weather scientists have requested, for civilian use, military radar that is 100 times more effective than their present equipment.

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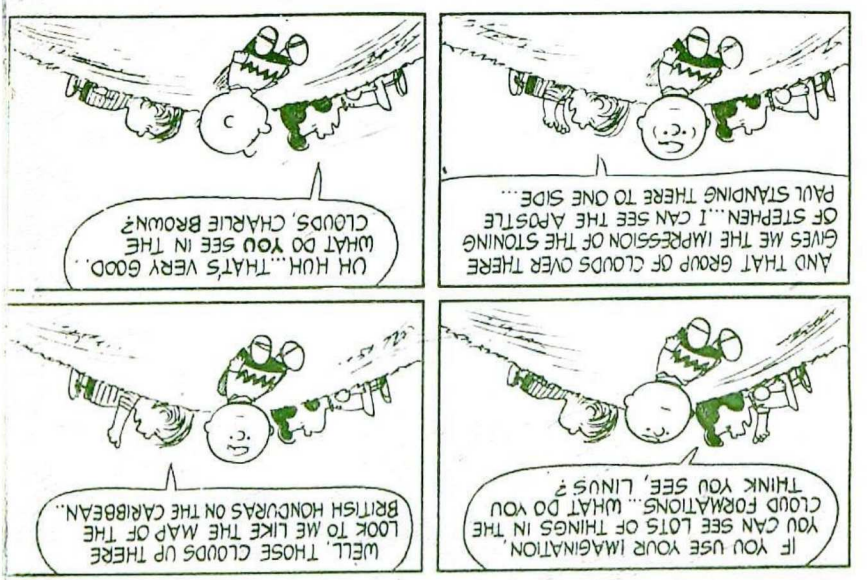

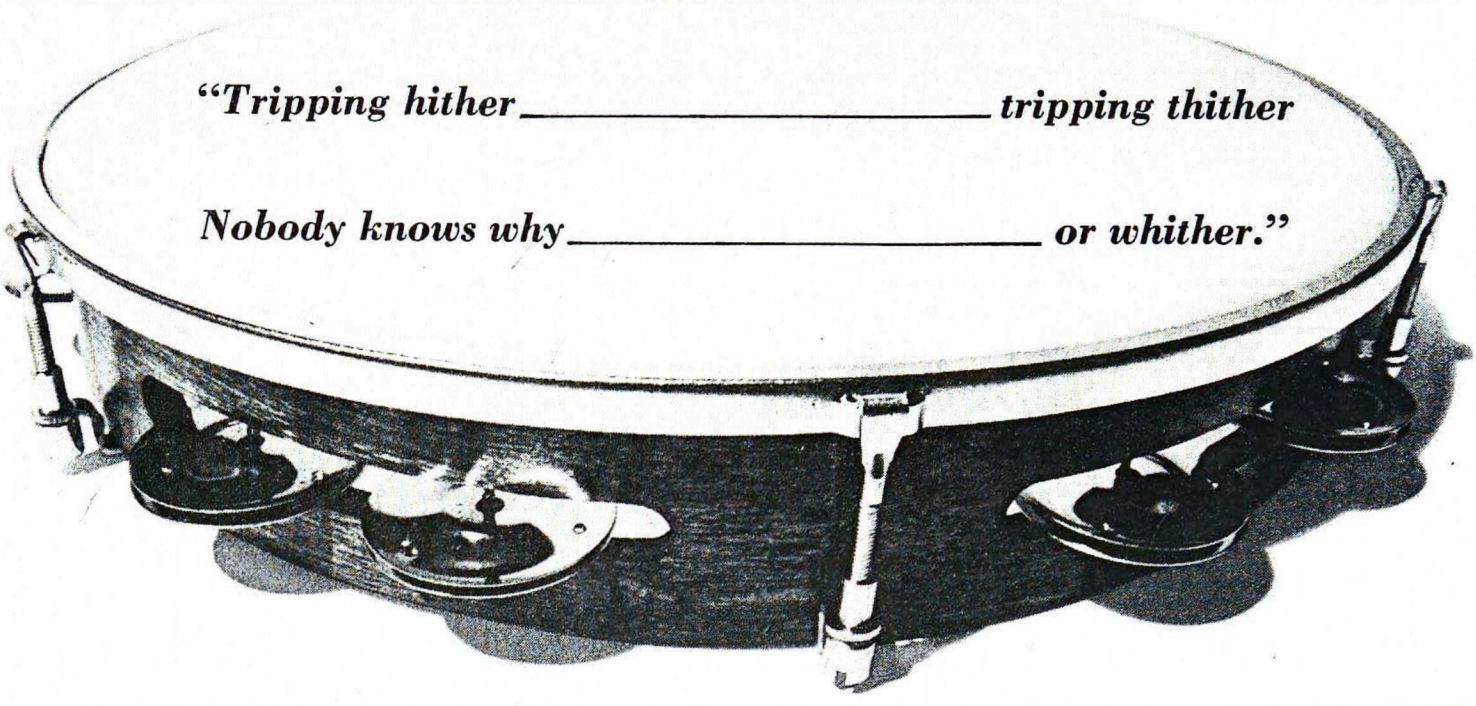

It has been noted that consciousness deals only with a few things at a time, translating one sense to the other, unlike the unconscious, where everything happens at once all the time. In mechanical societies where information moves slowly, the conscious is the environment. In conditions of instantaneous movement of information, the subconscious becomes the environment.

It is possible that Charles Darwin was wrong. Man may have come to Earth from another planet. In Darwin's time, all the sciences were unsophisticated and Darwin had to base his theory of evolution on available information. Now there is different information, gained from nuclear physics, genetics, molecular chemistry. Archeologists keep finding examples of man having lived on Earth as long as four million years ago, but the evidence does not always indicate a more ape-like structure. Evolution may be going the other way — Niwrad — and it is possible that we may be making monkeys of ourselves.

"Regardless of my industry and ingenuity, more than once I've been haunted by the suspicion that I'm yodeling in an echo chamber."—*Richard Maney, celebrated press agent.*

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CALCULATIVE CAPABI

FIC RELIGIOUS LEADE

"As far as we're concerned, art stops at the door of the theatre, and then we apply community standards."—*New Haven (Conn.) chief of police commenting on Julian Beck's Living Theatre performance that led the audience in dress the police considered indecent.*

"One cause of frustration and violence on campuses is the effort to sweep problems under the rug by asking elderly men of great repute and inertia to study them."
—John Kenneth Galbraith.

We will develop an increasing confidence in the well-programmed computer that can provide unbiased answers to intricate questions. It can even provide answers that show how powerful segments of world society could mutually profit. Surprising mergers of previously opposed interests are likely. Hello. *Mao?*

"The human body is the magazine of inventions, the patent-office, where are the models from which every hint was taken. All the tools and engines on earth are only extensions of its limbs and senses."

–R. W. Emerson, 1870.

"...how often I saw where I should be going only by setting out for somewhere else..."

"Will you turn the page, dear?"

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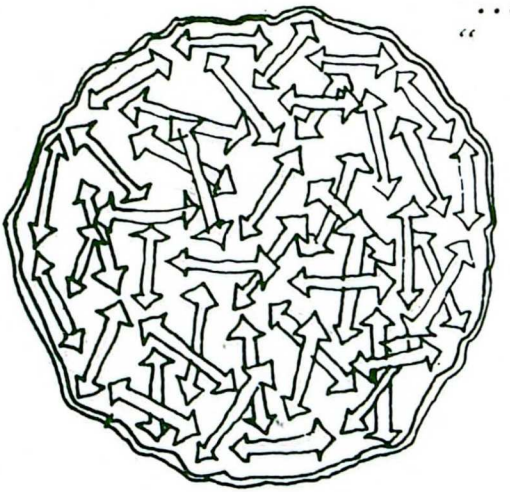


only by setting out for somewhere else..."

"My co-star, Janet Margolin, and I have been an unremitting source of delight to ourselves. If this movie could break even on two tickets, we'd do all right."

—Woody Allen.

Three or more sets of angularly independent circularly continued push-pull paths must inherently triangulate by push-pull stabilization of opposite angles. Triangulation means self-stabilization, which creates omni-directional symmetry, which makes an inherent three-way spherical symmetry grid, which is the geodesic structure.

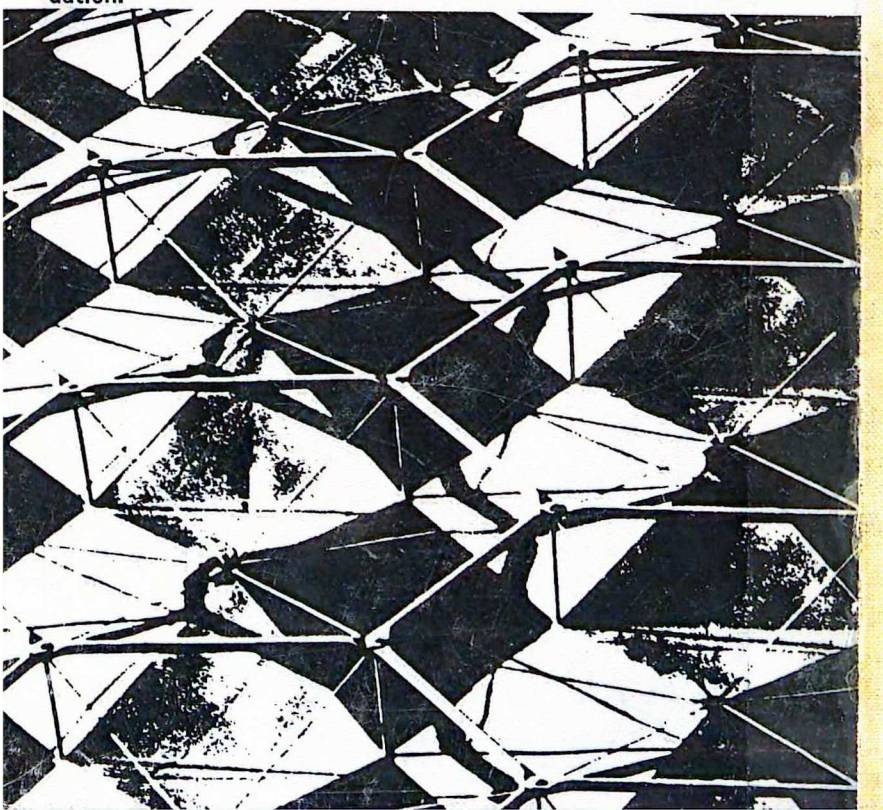
"For the first time, man has the chance to be a complete success in his environment."

This startling thesis is supported in
I Seem To Be A Verb, by the out-of-the-ordinary authors:

R. Buckminster Fuller: Comprehensive designer, inventor, engineer, m matician, architect, cartographer, philosopher, poet, cosmogonist, cho rapher, visionary—celebrated for developing geodesic houses that fly an dymaxion ways of living.

Jerome Agel: Conceived and produced The Medium is the Massage, prod War and Peace in the Global Village, wrote The Making of Kubrick's 20 writing with Arthur C. Clarke Arthur C. Clarke Meets Hieronymus Bosch ceived and wrote the CBS lp record based on The Medium is the Mas

Quentin Fiore: Graphics designer and author, co-author with Marshall Mc of The Medium is the Massage and War and Peace in the Global Vi media and telecommunications consultant, Director of By Other Means dation.



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